

LIFE



LIFE GOES ON A FROG HUNT

AUGUST 30, 1937

10 CENTS

SHEAFFER'S

WORLD'S LOWEST COST PEN

ONLY SHEAFFER HAS ALL SEVEN



VISULATED... LIFETIME[®] GUARANTEE
...2-WAY FEATHERTOUCH[®] POINT...
STREAMLINED BALANCE[®]... ONE-
STROKE VACUUM AND LEVER FILLING,
TAKES IN OVER 400 PER CENT
MORE SKRIP PER STROKE THAN MUL-
TIPLE STROKE PENS... VISIBLE SKRIP
SUPPLY... DRY-PROOF, AIR-SEALED.



\$8.50
to \$15

The white dot
identifies the
Lifetime[®] pen



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Full Length
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Know Sheaffer's
Feathertouch[®]
pen by the
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\$3.50



\$3.95

SKRIP-WELL

Uses
the
Last
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Pen-SKRIP, Successor
to Ink, 2 oz., 15c. Per-
manent SKRIP makes
better business records.

PARA-LASTIK, the NEW
way to paste; does
not curl thinnest
sheets; 15c and up.

SKRIP-GRIP
Liquid Paste
or Mucilage,
10c and up.

Through school, through business, through life... CARVE A CAREER WITH SHEAFFER'S

A fine pen helps mightily in getting the high marks throughout life. It steps in pace with fine writing, fine thinking, fine doing! A fine pen performs brilliantly for years and years, bringing truest economy. And the pen that squares with all of that is Sheaffer's. See how it helps: A Sheaffer writes instantly—no mental slip-page getting started. A Sheaffer fills full, cleans, empties, at ONE forceful stroke—it is fit and ready-to-go always. Sheaffer's streamlined Balance[®] design defeats hand fatigue, and the resulting brain inefficiency. . . . Your Sheaffer fits your hand and mind—you think, and it writes, through school and life! CARVE YOUR CAREER WITH SHEAFFER'S!

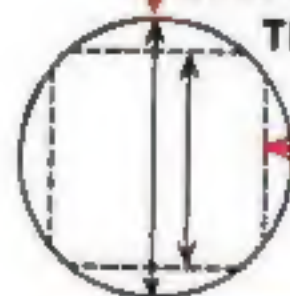
All Sheaffer pen points are made of 14K solid gold for longer life and better writing qualities. Some companies are substituting cheap gold-plated brass and steel to increase profits. Have your dealer guarantee the pen you buy has a 14K solid gold point. If you buy a Sheaffer this guarantee is not necessary.

THERE'S A SHEAFFER PEN FOR EVERY PURSE AND EVERY TYPE OF WRITING. ALL COLORS—\$2.75 TO \$20



Pencil-SKRIP
writes smoother,
blackier, 15c.

ROUND
PENCIL-SKRIP
OVER 20% STRONGER
THAN IF MADE
LIKE
THIS



SHEAFFER'S

W. A. SHEAFFER PEN CO., PORT MADISON, IOWA • TORONTO, ONTARIO, CANADA

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W. A. Sheaffer Pen Co.

RIDE IN A PLYMOUTH TO LUXURY!

LEARN ABOUT

Greatest Riding Comfort of all Low-priced Cars

RELAX BEHIND the big wheel. You've more comfort and luxury in today's big Plymouth than ever before.

YOU'LL DISCOVER a smooth, vibrationless ride—thanks to airplane-type shock-absorbers and live rubber body mountings.

YOU'LL DISCOVER economy with this luxury. Owners report 18 to 24 miles per gallon. **AND SAFETY...** greatest of all low-priced cars.

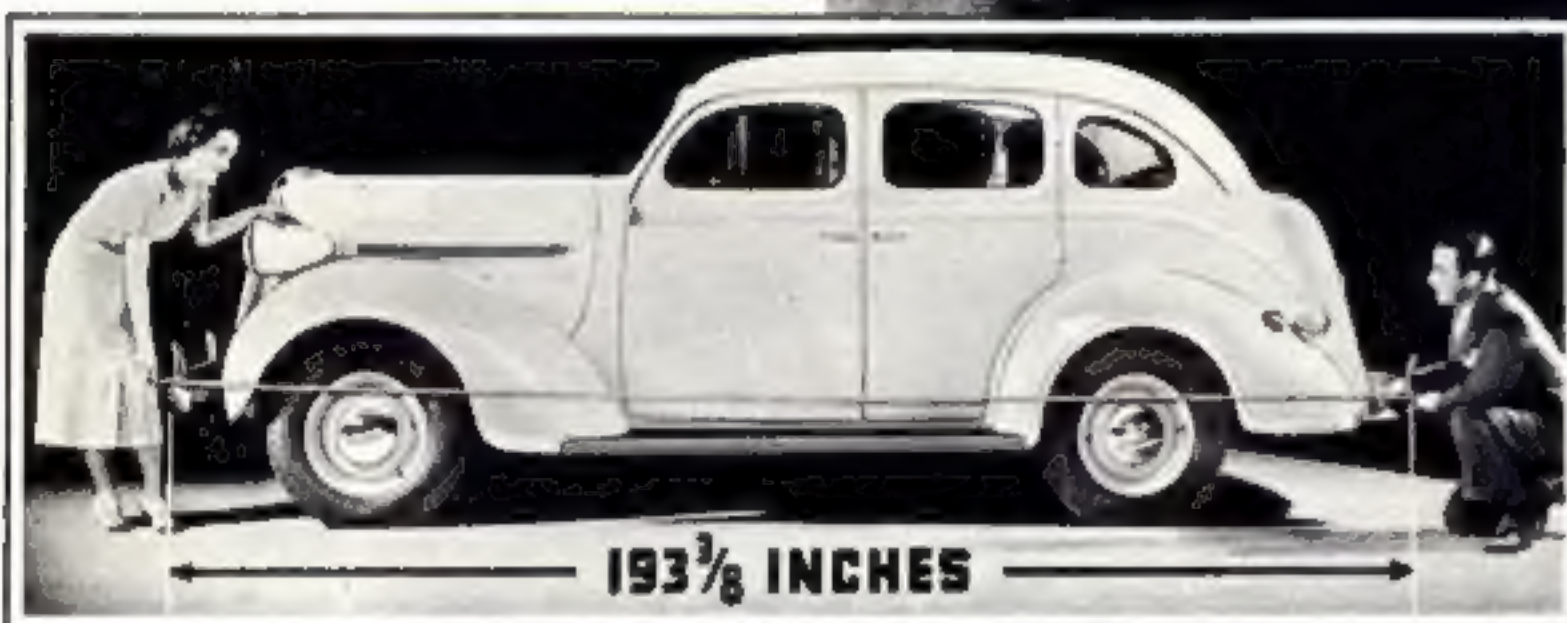
See, ride in and drive this beautiful Plymouth today...it's "the car that stands up best." **PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.**

BIGGEST OF "ALL THREE" low-priced cars...Get the extra roominess of Plymouth's greater size—its wider, deeper seats.



SMOOTH SAILING... Rough roads are smooth sailing with Plymouth's new shock-absorbers, Amola steel springs.

"CHAIR-HEIGHT" seats... low, level floors... give more leg, shoulder and head room.



HUSHED RIDE... Plymouth is scientifically insulated against engine vibration and road noises. You really relax.

PRICED WITH THE LOWEST Commercial Credit Company offers easy terms through Chrysler, De Soto and Dodge dealers.

TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia network, Thursdays, 9 to 10 p. m., E. D. S. T.



PLYMOUTH BUILDS GREAT CARS

This One



7ZG5-1PY-3K9T

BELLS RING!



When the school bell rings, 26,434,193 boys and girls will hear it. To get there on time they'll need reliable timepieces. Ingersoll is the answer. A jeweled watch. A watch in a smart curved case at only \$3.95. Isn't that amazing? Ask for Ingersoll "Rist-Arch".

WHISTLES BLOW!



Vacation season's over and correct time's important. America's 47,368,000 industrial workers need a dependable watch—and a low-priced one. They prefer Ingersoll—the new jeweled Ingersoll "Rist-Arch" in a beautiful case curved to fit the wrist. Costs only \$3.95.

LIGHTS FLASH ON!



Nearly a million young men and women go to college this fall—turn the student lamps on. College students appreciate the great value Ingersoll so beautifully puts into a watch. \$3.95 buys the Ingersoll "Rist-Arch"—a handsome jeweled watch in a gleaming chrome-finish curved case. Look for this name on the dial—Ingersoll.



81 MILLION NEED THE RIGHT TIME BEGINNING LABOR DAY

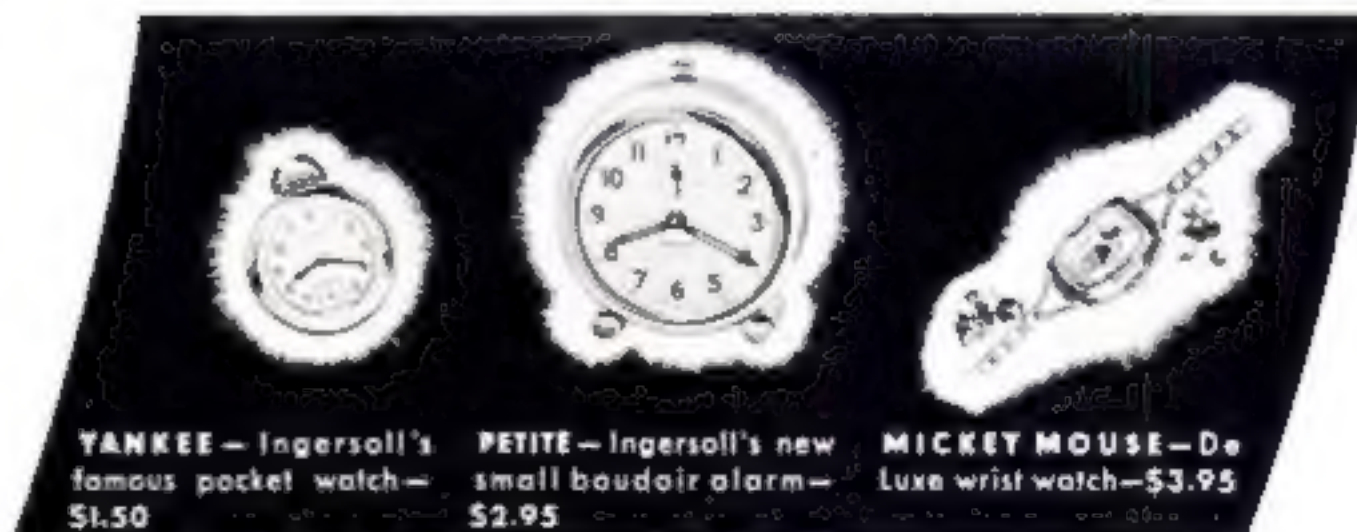


When the school bells ring—what time is it? Time every school boy and girl had an Ingersoll Watch of his or her own. They'll like "Rist-Arch". Jeweled movement. Curved case. Really amazing value at \$3.95.



When the work-whistles blow, 47 million industrial employes ring in—8 million office workers need to get to work on time. Ingersoll "Rist-Arch" was made for people who insist upon style and value in a watch. It has a second-hand...dependable movement...chrome-finish curved case. Yet it's only \$3.95. But be sure the Ingersoll name is on the dial.

INGERSOLL-WATERBURY CO. WATERBURY, CONN.



Is Your Name Here?

BELOW is a list of surnames of some of the most distinguished American families. Our research staff over a period of years has completed manuscripts dealing with the history of each of these families. If your name is listed you should have your manuscript. We believe you will find it not only of keen interest, but a source of pride and satisfaction to you and your kinsmen.

EACH FAMILY HISTORY • \$2.00



Each manuscript is a **GENEALOGICAL** and **HISTORICAL** study of the family from earliest times. It records the origin and growth of the family in Europe, its place among the gentry of Great Britain or the Continent, its early settlement and subsequent history in America, and its achievement-representatives in this country. The derivation of the name are traced; recurrent family out; and genealogical data are set forth. The ripition of a family coat of arms is included.

ments and leading representatives in this country. The derivation and meaning of the name are traced; recurrent family traits are brought out; and genealogical data are set forth. The authoritative description of a family coat of arms is included.

Each history is a separate and distinct work painstakingly compiled from the most authentic sources. Reproduced on letter-size paper of fine quality and bound in a handsome black cover stamped in silver ink, it is suitably designed for filing among your family records or other important documents.

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The following is our latest revised list. The coupon, with \$2.00 (no other charge), will bring you your manuscript by return mail. Satisfaction is assured by our unconditional money-back guaranty. Any two manuscripts may be had for \$3.75; any three for \$5.00. *Send for yours today.* MEDIA RESEARCH BUREAU, Dept. 238, 1110 F St., Washington, D. C.

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A Coat of Arms for any family listed here, accurately and artistically hand-painted in rich colors by our heraldic experts, can be had for only \$9.50. The size is 11 x 14 inches. A week should be allowed for completion.

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Please send me postpaid the manuscript (or manuscripts) indicated below. I enclose \$2.00 (or \$3.75 for any two, \$5.00 for three) as payment in full. It is understood that if I am not fully satisfied I will receive an immediate refund of their cost.

Your name: _____

Address _____

City _____ State _____

Family names of manuscripts desired.....

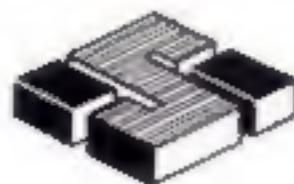
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Cost of Arms for the following family:

THE UNIVERSITY OF CHICAGO PRESS

SEIBERLING

TWO TREAD



AIR COOLED TIRES

WHAT MAKES THIS
TIRE SO MUCH
SAFER?



Its Long Mileage Makes It Cost Less

● Here is a tire that actually has TWO treads. As the first tread ① wears off (after giving as many miles as you expect of a regular tread) ... the second tread wears on to give you a new, sharp, anti-skid pattern ② for thousands upon thousands of *extra* miles.

Users say these Seiberling Air-Cooled tires give them *double* the mileage they experience with ordinary tires ... yet these remarkable tires cost only slightly more than ordinary tires. Here is, without question, the most economical tire on the market.



BECAUSE IT'S AIR-
COOLED AGAINST
BLOWOUTS AND ITS
TWO-TREADS NEVER
WEAR SMOOTH!



And Its Patented* Air- Cooled Tread Makes it Ride Easier!

● In addition to inhaling cool air and forcing out the destructive heat that causes most blowouts, the ventilating air channels that go through the tread of this tire also act as extra air cushions. They give your car remarkable buoyancy and make it ride easier.

Why risk your family, your car and yourself on tires that are safe only half their life? You can have the *EXTRA safety* ... the *EXTRA comfort* ... the *EXTRA mileage* ... and the *GREATER economy* of Seiberling Air-Cooled Tires for only a *trifle* more than the price of ordinary tires.

Your Seiberling Dealer has a Fall Trade-in Special beginning next week ... see him.

* The Air-Cooled Tire is Covered by 8 U. S. patents



NEW TIRE



20,000 MILES



40,000 MILES AND UP



Look for this symbol in your phone book when you want first-quality tires—sold and serviced by Seiberling independent dealers only.

THE SEIBERLING RUBBER COMPANY • AKRON, OHIO, U. S. A.
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SNAPSHOTS IN Color

No special equipment or ability necessary. Just load your camera with DUFAYCOLOR and capture the brilliant, realistic, full natural colors of the scenes you take. Your exposed DUFAYCOLOR rolls DEVELOPED FREE of charge at our laboratories. NOW... COLOR PRINTS ON PAPER from your favorite DUFAYCOLOR "shots." Ask your dealer for details and price list.

If you cannot get DUFAYCOLOR in your locality, write us, giving dealer's name, and we will see that you are supplied promptly.



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30 ROCKEFELLER PLAZA
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AFTER SUMMER'S "HAIR HAVOC"

X-ER-VAC TREATMENTS

(ALTERNATE VACUUM AND PRESSURE)
TO REVITALIZE AND RESTORE
FALLING, LIFELESS HAIR



• IN BARBER & BEAUTY SHOPS, HAIR SALONS, OR IN YOUR HOME

Licensed for use under the methods of André A. Chéin, M. D., Cincinnati, Ohio, and according to U. S. Patent No. 2,055,123. Other U. S. Patents Pending.

Summer sun robs hair of the vitality that scientific XERVAC treatments can restore. Through alternating vacuum and pressure, the XERVAC tends to produce a normal circulation in the deep network of capillaries that nourish the hair cells, and to stimulate normal and vital hair growth. Your barber or beauty shop can supply treatments. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer—or write direct to **THE CROSLY RADIO CORPORATION** Dept. 957-L, Cincinnati, O. Copyright 1937, The C.R.C.

LETTERS TO THE EDITORS

Motorized Maneuvers

Sirs:

I have seen a copy of LIFE, August 9, and I think the pictures [of the maneuvers at Fort Bragg] are all fine except the very informal one that Mr. McAvoy snapped of me unawares. Could you not arrange to let him enlist in my outfit for just one week. I think I can fix it so he would not take any more pictures of this kind without "permission from the subject."

I believe that this series of photographs (except the one mentioned above), will do a great deal to acquaint the public with the present-day efficiency of the National Guard.

SUMTER L. LOWRY Jr.
Brigadier General
Headquarters 56th F.A. Brigade
Jacksonville, Fla.

Sirs:

What fine, what modern means of defense this country has! Such modern guns and cannon! Uncle Sammie bought them in 1918, and have now brought them right up to date with—balloon tires and ball-bearing axles!

Of course it is easier to use modern forms of transportation to take guns from one place to another. But can these "modern" guns transport a shell far enough to knock over a Jack rabbit half a mile away? Just knock him over. No fatality. I wouldn't expect a miracle.

It seems kind of sad to be putting the National Guard through their paces with antiquated guns. There isn't a modern country today that couldn't bring over better pieces to attack with, than we have to defend with. It just shows how much lousy defensive and attacking pieces this country has.

ARTHUR MATSON
San Francisco, Calif.

Sirs:

A charter subscriber and your enthusiastic admirer, I have little patience with those who carp at obvious slips of the tongue. But I believe that the captions to the excellent National Guard pictures in your Aug. 9 issue contain a number of technical errors. . . .

CARRINGTON TUTWILER Jr.
1st Lieut., P.A. Res.
Lexington, Va.

Sirs:

The photographs of the light truck-drawn artillery of the National Guard, in the issue of Aug. 9, are a particularly good series, covering the subject very well.

There are, however, several inaccuracies in the subtitles.

CHARLES W. RAYMOND
1st Lieut. 25th Field Artillery
(Regular Army, Truck Drawn)
Madison Barracks, N. Y.

Despite technical quibbles on the text by captions first lieutenants, the War Department thought LIFE's photo-essay on motorized maneuvers sufficiently accurate to send copies to Army outfits in the Canal Zone.—ED.

"Glarms"

Sirs:

In your issue of July 19 you state on page 67 that Glamia is pronounced "Gloma." Any An-

(continued on p. 6)

BOILER INDUSTRY co-operates with IRON FIREMAN



Now better results than ever for Iron Fireman users

BOILERS and furnaces by leading makers are now designed especially for automatic coal firing. One of these units, with the addition of an Iron Fireman Coal Flow that feeds direct from bin to fire, represents the acme in modern automatic heating.

If you are building a home or buying a new heating plant for your present home, select an Iron Fireman burner and a boiler or furnace built expressly for automatic coal firing. This combination will give you the finest and most economical automatic heating that money can buy.



IRON FIREMAN increases efficiency of old furnaces

If your present furnace is in good condition, the addition of an Iron Fireman is all that is needed



to make your heating plant automatic. Iron Fireman operates efficiently in practically any type of furnace or boiler—cuts fuel costs 15% to 50%—maintains steady, even heat, stops smoke nuisance.

Iron Fireman can be installed quickly, and may be purchased on easy terms. See your dealer or write for literature.



IRON FIREMAN

Portland, Oregon; Cleveland, Ohio; Toronto, Canada. Dealers everywhere

This famous trade mark is the symbol of Iron Fireman, the world's leading automatic coal burner, the machine that made coal an automatic fuel.



☐ Send "Story of Fire" booklet. ☐ Send Iron Fireman catalog.

Name _____

Address _____

Type of heating plant _____

(Mail to Iron Fireman Mfg. Co., 3257 W. 106th St., Cleveland, Ohio.)

Feet THAT PACE THE BRIDGE OF AN OCEAN LINER

STEADY, UNTIRING—the feet of the Captain on the bridge are ready to "carry on" in any kind of wind or weather. In Fortune Shoes your feet will "carry on"—at all times, in all weathers, with authentically right style and satisfying comfort. At a price surprisingly modest.

You'll need at least one pair of

these Fortune bal oxfords in Genuine Congo Black Calf—style specified for day or evening wear. Indispensable to the man who gets invited places. Note the smartly formal straight tip with small perforations—the fine detail throughout—giving that dressed-up look inevitably required of feet that step out socially.



OK FORTUNE SHOES
SEE THE SIGNED O.K. CERTIFICATE PACKED WITH YOUR FORTUNE SHOES

RECORD BREAKERS



489 airplane flights in one day is the record of "Wild Bill" Hudson, Akron, Ohio, plane tester.

MORE PEOPLE BUY HIRAM WALKER'S GIN THAN ANY OTHER KIND . . .

because of its championship performance in cocktail or Collins. There's extra enjoyment in its wonderfully smooth flavor—thanks to Controlled Condensation, Hiram Walker's exclusive flavor-control process. Try Hiram Walker's Gin and taste for yourself!

HIRAM WALKER & SONS, PEORIA, ILLINOIS

Hiram Walker's DISTILLED LONDON DRY GIN
DISTILLED FROM GRAIN



LETTERS TO THE EDITORS (continued)

gus-born Scot, resident in U.S.A., will tell you it is "Glamis".

J. K. DICK-CLELAND
Lloyd's, London

Senator on Bars

Sirs:

Really, you wouldn't try to make your readers believe that the Majority Leader of the Senate exercises on parallel bars in a street costume, including street shoes? (LIFE, Aug. 9) What your photographer failed to show was the chain hoist by which the Senator reached his uncomfortable position on top of the bars.

GEORGE E. HAAK
Scranton, Pa.

Christian Endeavor

Sirs:

May I congratulate you on your fine pictures and good reporting of our great International Christian Endeavor Convention in Grand Rapids, Michigan. This is my first letter to you; I am glad that I can write about the subject that is closest to my heart, Christian Endeavor, and not crab about the way you reported it.

GEORGE R. SWEET
Field Secretary
Indiana Christian Endeavor Union
Valparaiso, Ind.

Retreat

Sirs:

Your representation of Hugh Mulligan's big retreat class at Maylake in the August 2nd issue was splendid and a real joy to behold. The choice of pictures was judicious and your treatment of the story reverent.

FR. OLIVER, O.F.M.
Chicago, Ill.

Sirs:

You did a fine job on the Maylake Retreat. Accurate as usual, but you made a few misuses of Catholic words. Continue your fine work.

FR. HUGH M. CALKINS
Servite Fathers
Chicago, Ill.

Sirs:

I, as president of St. Francis Friary Laymen's Retreat League, wish to thank you most profoundly for the excellent writeup and pictures in LIFE.

Our entire membership has been made aware of this spread.
FREDERICK P. WILLIAMS
Brookline, Mass.

"Rabbit & Skunk"

Sirs:

The picture doodle of Mary Pickford into Adolf Hitler (LIFE Aug. 2) is a definite insult to the readers of LIFE as well as to Mary Pickford—indeed an arid and wasteful field of popular art.

Miss Pickford is as comparable to Hitler as a rabbit is to a skunk.

HANS VETTERL
Pasadena, Calif.

More Kings

Sirs:

I suppose one should not complain, as you present your foreign news so well, but is it not possible to have photographs of kings and diplomats more often? I recall your earlier issues wherein you devoted a section to such events.

VAL C. CLEMENT JR.
San Francisco, Calif.

Ruby Keeler TESTS 2 TALCUMS



RUBY KEELER, popular dancing screen star

Names "Y" Her Favorite

Ruby Keeler tries both powders in plain white boxes. She likes both, but prefers "Y"—the new MAVIS, mildly scented. Other lovely stars choose "X"—the original MAVIS, fully scented.

SECRET OF A LOVELY BODY

1—CLEANSE...lather gently but thoroughly with pure, bland soap.
2—STIMULATE... "pep up" circulation with soft-textured bath towel.
3—SOFTEN and PROTECT... with generous powdering of MAVIS beauty talc.

NEW BODY BEAUTY IN 10 DAYS

Do this every day for ten days. You will be thrilled with the difference in your skin! MAVIS flatters the skin like a glamorous face powder. Spreads evenly—clings for hours—leaves a bewitching fragrance that lasts! MAVIS safeguards summer daintiness... makes clothes slip on more smoothly and easily.

NEW! MILDLY SCENTED MAVIS

Created for the woman who prefers a subtly perfumed talcum. 33-hole needle-spray top showers body with light film of powder ever so much more effectively than old-fashioned powder puffs.

PURITY TEST: In a test with ten well known face powders, MAVIS talcum was found to be finer in texture and smoother on the skin, than seven out of ten face powders. Get your MAVIS today at your favorite store.

Finer Than Most Face Powders





The New Eversharp Repeating Pencil

THE PENCIL YOU CAN SHARPEN WITH YOUR THUMB!



1 Click!—To keep a new-sharpened point, just press the top of this new Eversharp Repeating Pencil and a new point appears—of just the right writing length. When you want to put the point back, press the top and push back the lead.



2 Click!—When one lead is used up, you don't need to refill. Just press the top again and a new lead appears. It feeds leads continuously—like a machine gun—and it holds so many that you need reload it only twice a year!



3 Just drop 'em in!—Reloading this new Eversharp Repeating Pencil is as simple as dropping sugar in your coffee! Refill it in half a minute—and it writes for half a year. For a new point or a new lead—just press the top!



4 Takes Eversharp square lead—the lead that can't slip or twist. The lead that's stronger and tighter-fitting. The lead that writes smoother, blacker and—because of its square shape—keeps a keener point. Ask for the "Red Top" package.



5 Six models to choose from!—And when you see them, we think you'll agree that the new Eversharp Repeating Pencil is the *handsomest* as well as the handiest pencil you ever saw—see them today, at your Eversharp dealer's.



6 Handy as an extra hand!—Try the new Eversharp Repeating Pencil when one hand is busy with a 'phone, and see! You'll be delighted! Blackpyralin and rhodium, \$2 (black with green

pearl, \$2.50); black or dubonnet pyralin and gold-filled, \$3.50; full length gold-filled with black or dubonnet pyralin trim, \$5. Made only by The Wahl Company, Chicago, U.S.A.

THE NEW EVERSHARP Repeating PENCIL

MADE BY THE MAKERS OF THE FAMOUS EVERSHARP PEN—
THE ONLY PEN WITH THE SAFETY INK SHUT-OFF

LOG OF A GREAT MOTION-PICTURE IN THE MAKING—PARAMOUNT'S "SOULS AT SEA"

On an April morning, just four years short of a century ago, the sea gave up a tale that was to fill newspaper columns on two continents, bring a man before the solemn tribunal of his peers, start one of the most amazing human controversies of its decade.

This story, discovered by Paramount scouts in the dusty archives, re-vitalized by Paramount's famed writing staff, now sails across the screen with an all-star cast, led by famed Gary Cooper and George Raft, with Frances Dee, under the expert helmsmanship of Director Henry Hathaway, who scored with such action-epics as "The Lives of a Bengal Lancer" and "The Trail of the Lonesome Pine" in Technicolor.



"Skipper" Henry Hathaway directs Gary Cooper and Frances Dee in an action sequence. Gary is trying to persuade Frances to quit the burning ship.



From this sketch of the Liverpool waterfront of 1841 based on actual descriptions found in contemporary manuscript...



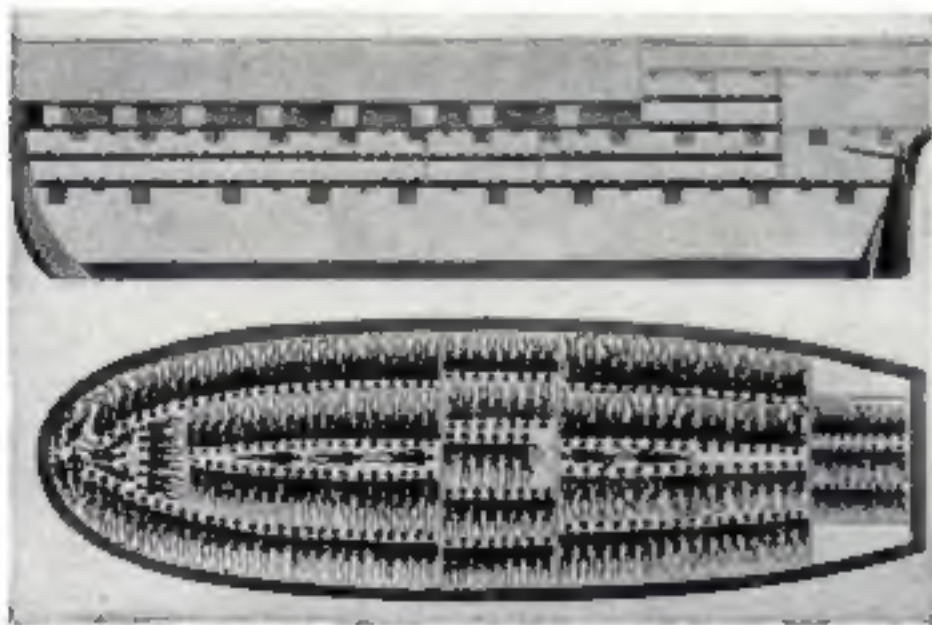
Comes this huge Paramount set, duplicating precisely the quays of the great English maritime city in the days when the Boston Packet sailed from there.



And from this sketch of a Philadelphia courtroom of the Forties, drawn to scale with minute regard for every architectural detail,



Comes this Paramount courtroom set for Gary Cooper's trial for murder on the high seas, one of the amazingly real and thrilling sequences in "Souls at Sea."



Human sardines... you would call these slaves, shown in a contemporary sketch of a slave-trader of the Forties, basis for slave-ship set (see next page).



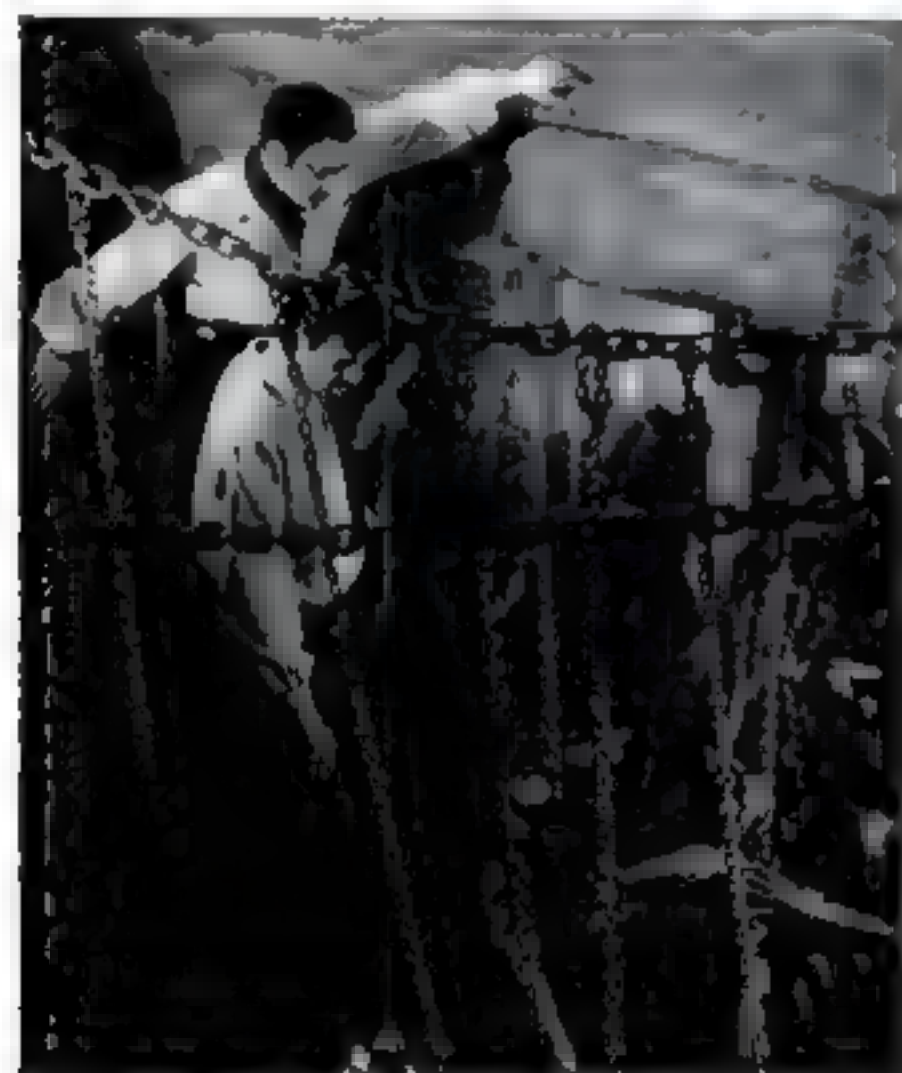
"Phiz" and "Cruikshank," famed illustrators of Dickens, not to mention innumerable lesser lights of the period, supplied inspiration for costumes.



Where it started... Philadelphia Public Ledger report of trial of Alexander William Holmes, seaman of the packet William Brown, Liverpool for Boston, for murder.



Bengal Lancers of the Seven Seas — That's what Hollywood critics are calling this thundering action-adventure romance. This page gives you an inkling why. Above you see the spine-tingling burning and sinking of the *Bengal Lancer*—most sensational sea-shot ever made for a picture romance. Above left are Gary Cooper and Frances Dee in a tense moment. Above right, George Raft, Gary's pal in arms.



Human cargo... Gary Cooper and George Raft, as sailors against their wills on a slaver, inspect the horror-hold with its cargo of black ivory (see sketch on preceding page).



Seaman Raft in battle... George Raft in the best part he's ever played defends with his good right arm the woman he loves (Olympe Bradna).



Gary's grandest role... Topping "Mr. Deeds" and "The Plainsman" is Gary's role of the man who dares send fifty men to their death to save the life of the girl he loves.

★

★

*American for Flavor
Irish for Bouquet*

WILLIAM JAMESON

IRISH AMERICAN
Brand
WHISKEY

Contains 25% Pot Still Irish Whiskey and 75% Specially
Distilled American Straight Whiskey

*"The Best
of
Two Worlds"*

WILLIAM JAMESON & CO., Inc.
NEW YORK, N. Y.

80 Proof



"I LEARNED ABOUT Oil ON A Pullman



I've always wanted to know the whole story of the little Emblem that marks the leading Pennsylvania Motor Oils.



On a Pullman one day I met a chap who turned out to be a trained Field Men for the Pennsylvania Association.



He gave me the facts—told how the emblem protects the public, how he and his fellows protect the emblem.



I know about guarantees... and in my opinion, that little Pennsylvania Emblem represents the best oil guarantee there is."

Do you know the important facts about motor oils bearing the emblem of the Pennsylvania Grade Crude Oil Association? Here are two of the vital ones:

- (1) The emblem guarantees every oil on which it appears, to be 100% Pure Pennsylvania Grade Crude Oil—the finest in the world.
- (2) Beyond that, emblem oils are refined to meet, or exceed, rigid quality standards required by our Association.

These are the absolute bonded guarantees back of these oils.

Our Association field men, always on the alert to protect our emblem, constantly check up on oil quality. Our technologists analyze oils continually. And the courts have consistently upheld our Association in important actions we have brought against violators.

If you want an oil you can depend on to last longer, to fight heat, to spurt into action whenever you press the starter, to provide a safe film of lubrication at all times—then switch to 100% Pure Pennsylvania *with the emblem!* That little symbol means oil quality... fully guaranteed and protected.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION • OIL CITY, PENNSYLVANIA
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BETTER OILS FROM THE GROUND UP!

The symbol at left is the emblem of the Pennsylvania Grade Crude Oil Association. It is not a brand. It is a guarantee of source and quality. We permit its use only on oils which are certified under bond to be 100% Pure Pennsylvania and up to Association standards in every respect.

The light area on map above is the only place in the world where Pennsylvania Grade Crude Oil is obtained. Motor oils refined from this crude are noted for their excellent lubrication, for their ability to let your motor start readily, to flow freely at all temperatures, to last longer over more miles and more hours of motor use.

FREE An illustrated booklet that answers your questions about Pennsylvania Oil and car lubrication. Send for your copy. Please use the coupon

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OIL CITY, PENNSYLVANIA

Please send me free and postpaid, your new book

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ADDRESS _____
CITY _____ STATE _____



SPEAKING OF PICTURES . . .



Press photographers went into contortions to get a portrait of John Hamilton, Republican campaign manager, during the 1936 Presidential race. The foreshortened shot they got of Mr. Hamilton leaning forward in his chair made his square chin look doubly forceful.



Marching legs of England's Grenadier Guards were caught by a photographer who lay on the parade ground at Wellington Barracks. A current photographic trend is "fragments." An arm or a foot, a torso with intrinsic photogenic beauty is often preferred for symbolic meaning.



Style shots are often taken from below. Reason: to make the subject look more lithe, tall, beautiful. Here a news photographer flops down on a sidewalk from which the snow is thawing to snap Mrs. MacMullan Richards, Philadelphia society woman, in her new gown.



The floor made a vantage point from which to photograph John L. Lewis' massive head at a CIO hearing in a Congressional committee room. In fact, it was one of the few points, since the room was small and crowded. Note the basket of discharged flash bulbs.



A standard angle for baseball pitchers is got by lying on belly or back. The anonymous photographer who took the first one several years ago discovered a new way to vary an overphotographed subject. For a page of pitcher portraits see LIFE, April 5.

... THESE ARE "ANGLE SHOTS"

Nobody knows just which unsung genius first lay on his stomach, aimed his camera up and got the original "angle shot." All we do know is that he was a European, probably a German. The miniature camera, with its enormous flexibility, must have inspired him. Cubism, with its stress on geometry, must have influenced him. At any rate, the result was so startling that everybody has been taking angle shots ever since. For a time no good cameraman could photograph anything except at an angle. Photographers lay on their faces, backs or sides; squatted, stooped and twisted like spirals.

Cecil Beaton (see LIFE, Aug. 9), for instance, perches on British mantelpieces to photograph society women on sofas. Thomas McAvoy flops down flat in front of a French 75, to get its discharge (see LIFE, Aug. 9). Ralph Steiner took a wide-angle lens into a manhole to look at Manhattan skyscrapers (see LIFE, Feb. 8). Margaret Bourke-White lay flat in the middle of the Indianapolis Motor Speedway and Peter Stackpole scaled the unfinished tower of the Golden Gate Bridge (see LIFE, May 31).

Then a reaction set in. Realists such as Edward Weston (see LIFE, April 12) insisted on "straight photography." Angle shots were scorned as tricks.

Photographers now use either. If the story can best be told straight, the camera is held horizontal. But the angle shot still has its many valid uses for distortion and symbolism; for heightening, foreshortening and accentuated action. Photographers' ditches, for instance, are dug before beauty contestants to make the girls' pictures look taller, slimmer, handsomer. Marching feet may suggest war much better than an army. The chief aim of good photography today, no matter what the angle, is to bring out the essential significance of the subject.



The fierce military expression of the warrior above is achieved by angle photography. In real life he is Major Humberto Galeani, the scholarly bearded man at left. He returned July 12 to New York from the Madrid Front where he had led

the Garibaldi Brigade of Italian expatriates fighting for the Loyalist cause. By curling up on the ground and setting off a low flashlight in the Major's face, an International News photographer got this startling symbolic picture of militant Leftism.

(continued on p. 15)



Can they drill through to 中國?

A typical example of Goodrich improvement in rubber

OIL WELL DRILLERS say that if wells get much deeper they'll find themselves "puncturing a hole through to China." 10,000 feet, 12,000 . . . new records are being reported constantly. Yet not many years ago 3,000 feet was the limit.

Rotary drilling was being perfected—literally boring a hole in the earth as though with a huge auger, and pumping mud under pressure in a steady stream into the hole, to lubricate

the drilling and carry back to the surface the earth and rock from the drill. But, to sink holes deeper than 3,000 feet required more pressure behind the stream of lubricating mud than the 200 pounds then used, and there was no hose sufficiently flexible and at the same time strong enough to carry more pressure without danger of bursting and killing the drillers.

Goodrich engineers went to work on the problem. They developed a hose

made of rubber, fabric and wire which will stand a test pressure of 6,000 pounds, and with this new hose deep wells became practical, cost of securing oil went down, new oil fields were opened.

Goodrich engineers could never have made such a spectacular improvement in hose if it were not for the fact that they are constantly working on improvement in all types of mechanical rubber goods. By this constant research new rubber compounds, new methods of manufacture are developed for even the most standard Goodrich products. The same skill which made

high pressure drilling hose possible is applied to any problem you may have, to improve the value and reduce the cost of mechanical rubber goods in your operation. Your Goodrich Distributor can help you take advantage of these improvements. The B. F. Goodrich Company, Mechanical Rubber Goods Div., Akron, Ohio.

Goodrich

ALL products problems IN RUBBER

SPEAKING OF PICTURES

(continued)



The overhead angle is especially prized by German photographers. Above, four of them are clinging to a Berlin telegraph pole to get a different slant on a Nazi parade. Soon the agencies will release another view showing miles of marching men. Below, a window washer high on New York's 102-story Empire State Building drops his squeegie, picks up a camera and leans out over nothing for a bird's-eye view.



Only 1 man in 7 Shaves Every Day



—soreness from daily razor scrape relieved by new **FILM-FORMING** shave cream

HERE'S the perfect shaving cream for men who must present a well-groomed, clean-shaven appearance to the world every morning.

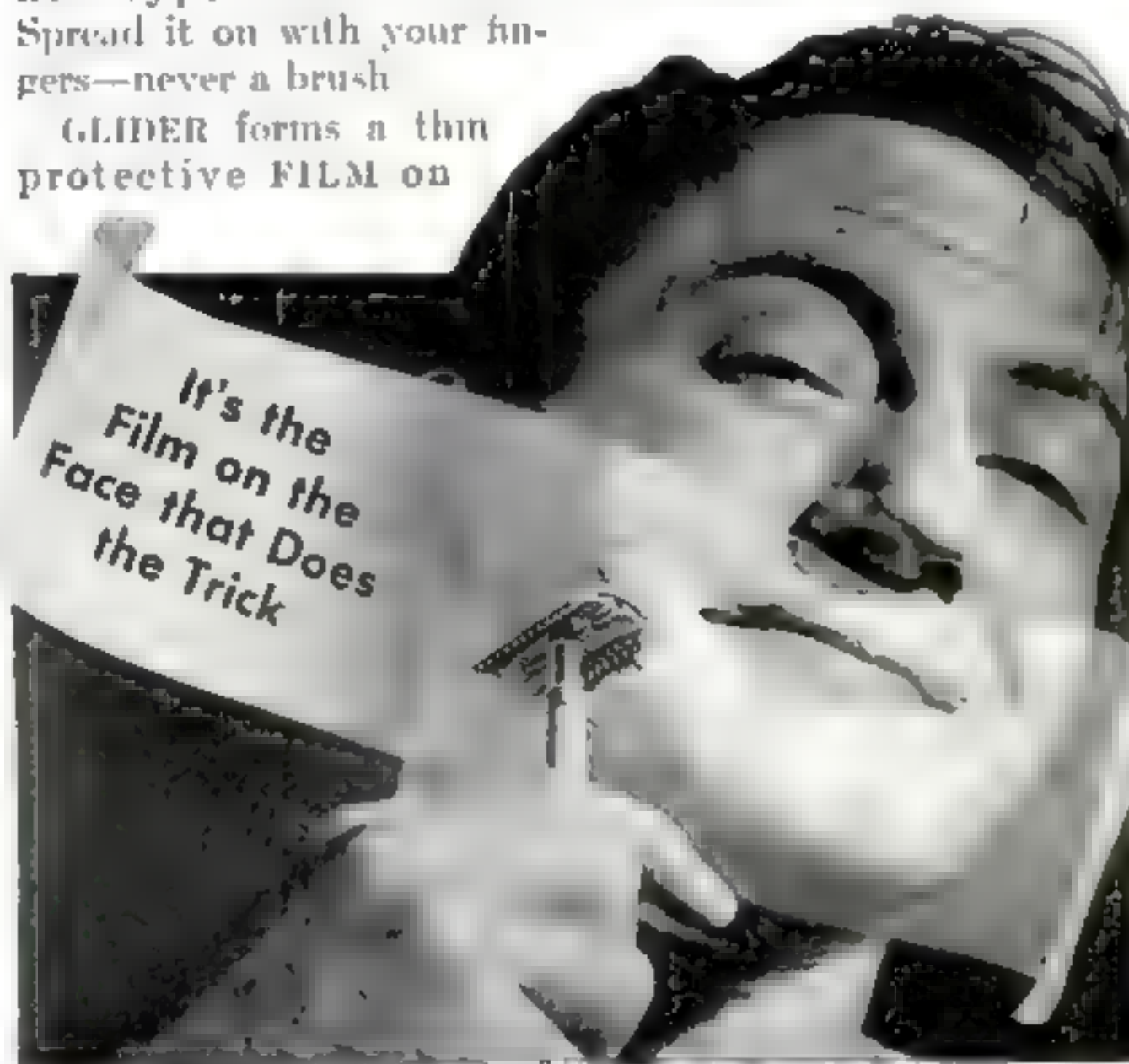
Daily shaving with a sharp blade often irritates your tender outer skin, causing sore spots.

GLIDER is an entirely new-type shave cream. Spread it on with your fingers—never a brush.

GLIDER forms a thin protective FILM on

your face. This film between razor and skin allows blade to shave swiftly and easily through the most stubborn whiskers without scraping or pulling.

Try a tube of GLIDER today. In a few days sore spots and pimples will quickly clear up. Glider is on sale at all toilet-goods counters.



FREE OFFER Good only in U.S.A.

Generous introductory tube of Glider
The J. B. Williams Co., Dept. 1-8-38, Glastonbury, Conn., U.S.A. Please send me a free tube of Glider—Williams new "No-Brush" Shave Cream.

Name _____
Street & No. _____
City & State _____

Glider
"No-Brush" Cream

3,000,000 PEOPLE PREVIEWED THIS PICTURE . . .
3,000,000 PEOPLE SAY "YOU MUST SEE IT"

LOST HORIZON LOST HORIZON



Now At
Popular Prices

Here it comes at last! The picture so different, so daring, so remarkable in theme that Columbia Pictures asked not just Hollywood and New York but all America to "test" it. In a hundred cities millions flocked to limited preview engagements at advanced prices. And their verdict surpassed our highest hopes! . . . Now "LOST HORIZON" is coming to your theatre at regular motion picture prices. And now we can say with full assurance—"Here is a picture we *know* you will enjoy".

PICTURE OF A CRITIC

reviewing "Lost Horizon". The 412 top film reviewers of the country have applauded it as "a movie masterpiece" (N. Y. American) — "a new Hollywood high" (Liberty) — "a triumph" (N. Y. Herald-Tribune) — "Frank Capra's masterpiece" (N. Y. Mirror). "Do not fail to see it" (Chicago Tribune).



FRANK CAPRA'S most important production, surpassing his "Mr. Deeds"— RONALD COLMAN LOST HORIZON

With Edward Everett Horton • H. B. Warner • Jane Wyatt • Margo • John Howard • Isabel Jewell • Sam Jaffe • Thomas Mitchell

SCREEN PLAY BY ROBERT RISKIN

"A GRAND ADVENTURE FILM,"

said the N. Y. Times. And no wonder! For besides its engrossing love story you'll live through such unparalleled thrills as the crash of the mysterious kidnap plane on the roof of the world—the snow avalanche that wreaks a terrible vengeance—the discovery of an astounding hidden paradise

in a secret corner of the earth—a girl's desperate flight to civilization over trackless wastes which no white man had ever braved.

COLUMBIA PICTURES will follow the national release of "Lost Horizon" with a series of other sensational entertainments, the first of which will be Grace Moore in "I'll Take Romance" and Irene Dunne in "The Awful Truth". Look forward to these important pictures, coming soon!



THEY PAID \$5.00

a seat at some of "Lost Horizon's" advanced runs in famous stage-show theatres. And at \$2.20 this great hit ran for 15 weeks at Broadway's celebrated Globe Theatre (above)—17 weeks in Los Angeles—12 weeks in San Francisco—8 weeks in Philadelphia—5 weeks in Detroit—5 weeks in Boston. But you can see it now at regular popular prices!



BEST-SELLER BESTED

So amazing and unusual was James Hilton's world-famed novel that its half-million readers never dreamed it could be filmed. Capra's brilliant 2-year production of it is one of the wonders of the film world.





CHARLES L. HORNBECK, 1224
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has played the piano for years. But
since I started to play the Hammond
Organ," says, "I have discovered a
wholly new kind of musical satisfac-
tion. The instrument is so simple in
the simplest construction a superb and
richly varied beauty.

"I HAVE EXPERIENCED
A WHOLLY NEW KIND
OF MUSICAL
SATISFACTION"



A concert organ for the home . . . costs no more than a fine piano

● Mr. Hornbeck is one of hundreds of music-lovers who have discovered in the Hammond a new and infinitely more satisfying medium of self-expression.

"My previous experience was limited entirely to the piano," he says, "and I was delighted to learn that with virtually no further instruction the possibilities of the organ were open to me."

The Hammond Organ, surprisingly, costs no more than a fine piano and is as practical for your home. It is portable, quickly installed, and fits easily in the average apartment living room.

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The expert organist on the staff of your Hammond dealer—the leading musical merchant in your community—will gladly show you how simple it is to play the Hammond Organ. See your classified directory—or write to The Hammond Organ, 2961 N. Western Avenue, Chicago. In Canada, address Northern Electric Co. Ltd., Montreal.



FITS IN A FOUR-FOOT SQUARE The Hammond is based on a wholly new principle. It has no pipes nor reeds—instead, it creates exquisite organ tones by electrical impulses. It can be easily moved, and takes up no more room than a writing-desk and chair. It is ready to play when connected to an ordinary electric outlet. The Hammond costs little to maintain—it positively cannot get out of tune!



Over 1000 churches use the Hammond Organ . . . It is an appropriate donation for your church.

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Chicago—slightly
higher for large installations

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We stayed out of the Tooth Powder field until we had **SOMETHING BETTER TO OFFER**

Now a thrilling new powder that is soapless . . .
ingredients 100% costlier . . . sensational cleansing

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When we created Listerine Tooth Powder we omitted soap. Thus we were able to use 100% costlier, finer ingredients impossible to use before because they were the "chemical enemies" of soap.

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Get Listerine Tooth Powder at your druggist's now or write for generous trial can, sent Free and Postpaid. Address Dept. L-1, Lambert Pharmaceutical Co., St. Louis, Missouri. You will realize that here indeed is an improvement over old-fashioned powders that contain soap.

How's this for economy?



THE BIG CAN USUALLY LASTS 3 MONTHS



SUCH FOAM!

IT'S SATIN-SOFT!

IT'S SO REFRESHING!

IT'S SOAPLESS!

LISTERINE TOOTH POWDER

LIFE

Vol. 3, No. 9

REG. U. S. PAT. OFF.

August 30, 1937

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THE WEEK'S EVENTS

The U. S. Dedicates Its Battle Monuments	21
Mrs. Bishop Strikes Nodium	26
Tennessee Lynching	26
Mr. Justice Black: Cabin to Court	31
The South Sings Hymns	32
"Miss Dixie," the Lady Senator	33
All London Beside a White House	55
LIFE on the American Newsfront	74
The Camera Overseas	79

ART

Waldo Peirce Grows Serious	24
----------------------------	----

SCIENCE & INDUSTRY

Smashing Atoms	26
International Cattle Breeding	61
Idaho Farm Sinks 300 Feet	71

MOVIES

Dead End	62
Rebeson in "King Solomon's Mines"	66

SPORT

Soss Box Derby Finals	74
Champion Dives in Sand	68
Germans Play Water Ball	76
Yachting on the Desert	77
Salt Ball	66

THE PHOTOGRAPHIC ESSAY

The Japanese: The World's Most Conventional People	60
--	----

OTHER DEPARTMENTS

Letters to the Editors	5
Speaking of Pictures	12
Private Lives	67
Animals	64
LIFE Goes to a Party	79
Pictures in the Editors	26

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THE FRONT COVER IS A PICTURE OF A CROUCHING FROG TAKEN DURING A NOCTURNAL FROG HUNT IN CALIFORNIA BY HORACE BRISTOL.

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ENJOY DOUBLE MINT GUM DAILY WHILE YOU WORK. IT WILL HELP KEEP YOUR FACE LOOKING AS CAREFREE AND WINNING AS NANCY'S.

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YOU BE THE JUDGE



EXHIBIT A

CASE 1

Evidence—The facts in this case are simple, well established. Mrs. X decided to serve her family vegetable soup for dinner on July the 16th. An accomplished epicure, she realized that a rich, thick brew demanded, in addition to robust beef stock, a wide assortment of fresh vegetables, choicest quality. She spent half the morning of the 16th at market (EXHIBIT "A") personally seeking and selecting available ingredients. Another hour in the afternoon she devoted to washing, paring, cutting, blending, seasoning, simmering. Her soup was pretty good. She was cheered—but was she cheerful? And was she wise?

Summary—You be the judge. But we respectfully submit that she was *not* wise—in fact, she was otherwise! She had the right idea but the wrong technique. She devoted three hours to a task that should have taken three minutes. She rode to market instead of stepping to the phone. By ordering a tin or two of delicious Heinz Home-style Vegetable Soup she would have saved the better part of a day and the better part of a dollar. And her soup would have been richer, tastier, more nutritious; because more than a dozen choice vegetables (EXHIBIT "B") are used in making the Heinz kind—while she was only able, that morning, to discover six or eight that were top-grade and garden-fresh. We ask a verdict of guilty, but a suspended sentence. The sentence being—*next time buy Heinz.*



EXHIBIT B



EXHIBIT C

CASE 2

Evidence—Note EXHIBIT "C" carefully. The white-capped maestro you observe at work is one of the world's premier soup chefs—else he wouldn't be on the Heinz staff. He is pouring cream into a kettle—creating with infinite patience and artistry, a delicious batch of Heinz Cream of Tomato Soup. The cream is rich, golden, thick. Thicker than whipping cream. So magnificent in body that a spoon will stand upright in it! His tomatoes (EXHIBIT "D") are the ruddiest plump aristocrats ever nurtured in rich soil. Have been crossbred for many years for extra lusciousness by Heinz experts. Are rushed to the kettles vine-ripe, dewy-fresh. His spices are the Orient's choicest, Heinz-selected, Heinz-blended.

Summary—The question involved here, again is whether any housewife should spend her precious time making tomato soup, when the most delectable kind ever relished is available—ready to heat and serve—at far less cost. Heinz chefs follow time-tried home recipes. Brew their soups in small shiny kettles—just as you do. Have the extra advantage of being able to buy the pick of the world's choicest ingredients . . . But you be the judge. We submit the case to your palate. We believe you will decide that soup-making in the home is no longer either economical or necessary, thanks to the famous 57 Varieties.



EXHIBIT D



EXHIBIT E

22 Kinds—Consommé, Chicken Noodle Soup, Mock Turtle, Clam Chowder, Chicken Gumbo (Creole), Genuine Turtle Soup, Chicken with Rice, Pepper Pot, Consommé Madrilène, Bean Soup with Ham, Vegetable Soup, Corn Chowder, Scotch Broth, Onion Soup, Cream of Oyster, Cream of Tomato, Cream of Mushroom, Cream of Celery, Cream of Asparagus, Cream of Spinach, Cream of Green Pea, Vegetable Beef Soup.



EXHIBIT F

Then try this case—Glance along the shelves of Heinz Home-style Soups (EXHIBIT "E"). Check a family favorite—and try a test case (EXHIBIT "F"). You have more than a score of tempting kinds from which to select, each made to a venerable home recipe and cooked patiently in small open kettles—the good home way. All Heinz ingredients are table grade—hand-selected prizes of prize crops. Rich Heinz meat stocks are brewed from choice meats and goodly marrow bones. You'd look long for cream so rich and thick as Heinz cream. Remember, too, that no mixing, no diluting is called for with Heinz Soups. Nothing need be added that makes some soups flavor-flabby. Delicious Heinz Home-style Soups are *complets*—ready to heat and eat.

WHEN YOU ARE IN ATLANTIC CITY VISIT THE HEINZ OCEAN PIER, THE SEASHORE HOME OF THE 57 VARIETIES



AMERICA HONORS ITS WAR DEAD WITH \$4,300,000 WORTH OF MARBLE

While most citizens were preoccupied with other things, the U. S. Government has for over a decade been quietly building in Europe eight cemeteries and eleven monuments to shelter some and honor all of its 110,000 soldiers and sailors who died in the World War. During August, nine of the monuments were dedicated. News of these ceremonies was largely crowded off front pages by news of new wars in Spain and China.

The cemetery (above) near Romagne-sous-Montfaucon, on the site of the great Meuse-Argonne offensive, is the largest of six in France which were dedicated last Memorial Day. In it, under precisely patterned rows of Christian crosses and Stars of David, lie nearly half of the 30,885 U. S. War dead buried abroad.

The magnificent marble memorials shown on this and the following pages are monuments not only to the valor of the A. E. F. but to the industry of its commander, General of the Armies John Joseph Pershing. Since the War, General Pershing has spent a large part of his time in France, scene of his greatest glory. Early he began to grieve at the deterioration of the crude concrete obelisks and rusty French .75s which his onetime soldiers had put up to commemorate their own deeds. In 1921 he persuaded the War Department to set up a Battle Monuments Board, which was succeeded two years

later by an American Battle Monuments Commission with himself as chairman.

Soon the General was taking architects' drawings to the White House where, he reported, "Mrs. Coolidge exhibited an especially lively interest and a keen sense of discernment, while the President was mainly concerned as to the cost." Total cost of the eleven monuments and eight cemetery chapels has been \$4,300,000 plus another \$500,000 for administrative expenses.

Ancient vantage points of defense and observation, the hard won hills on which the principal monuments are perched were honeycombed with tunnels dating from the German back to the Roman occupation. Surrounding ground was torn and wasted by Wartime shelling. The Commission filled up the tunnels with concrete sturdy enough to withstand severe bombardment. Grounds were sodded and landscaped into lovely parks.

No grave decoration except natural cut flowers is permitted in the U. S. War cemeteries. These are snatched away as soon as they begin to fade. Nothing in all the clipped and ordered memorial calm is allowed to remind visitors of the way men once hung there on barbed wire with gaping wounds, writhed in the mud with legs or arms blown away, screamed and gagged on searing mustard gas, cursing God and crying for their mothers, dying to make the world safe for democracy.

U. S. WAR MONUMENTS

(continued)

Page 22



BELLICOURT: DEDICATED AUG. 9 TO U. S. TROOPS WHO BROKE THE HINDENBURG LINE



MONTFAUCON: WAR RUINS FRAME THE U. S. SHAFT



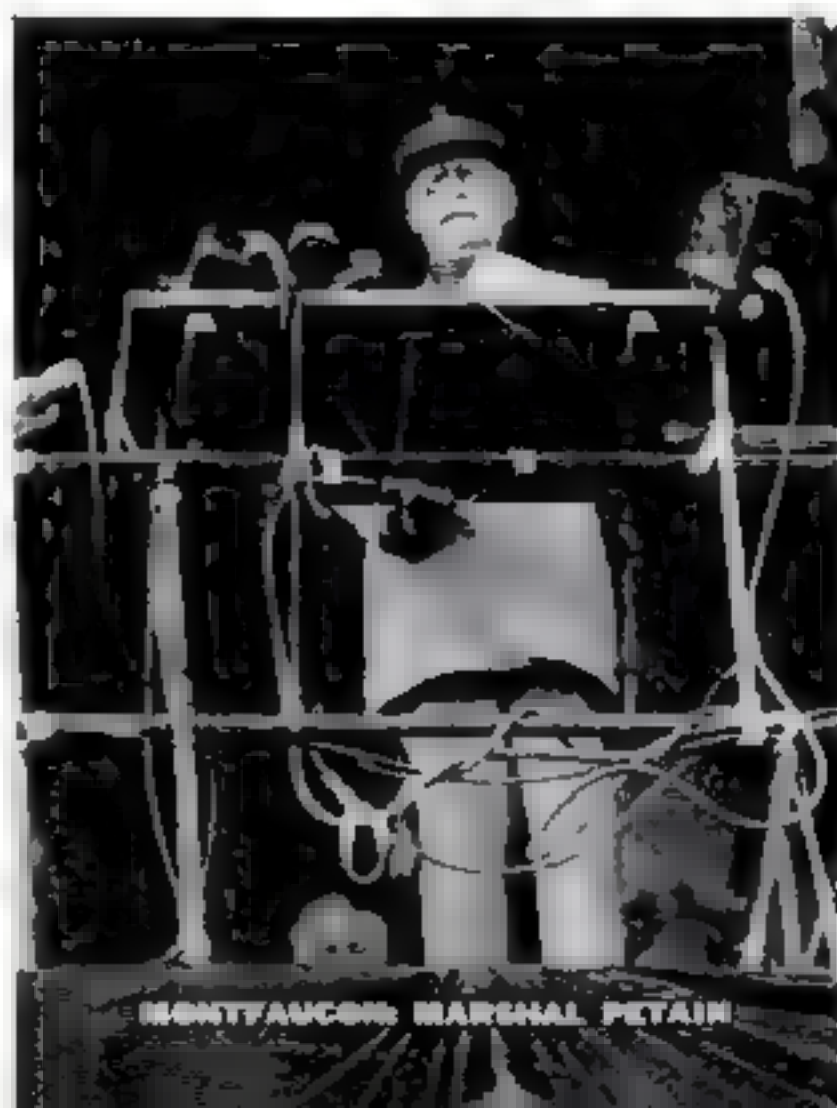
AT THIAUCOURT LIE 4,152 U. S. DEAD, MOSTLY KILLED IN THE ST. MIHIEL OFFENSIVE. THIS WAS THE A. E. F.'S FIRST INDEPENDENT ACTION



DEDICATION AT SOMMEPY, AUG. 1



MONTFAUCON: GENERAL PERSHING



MONTFAUCON: MARSHAL PETAIN



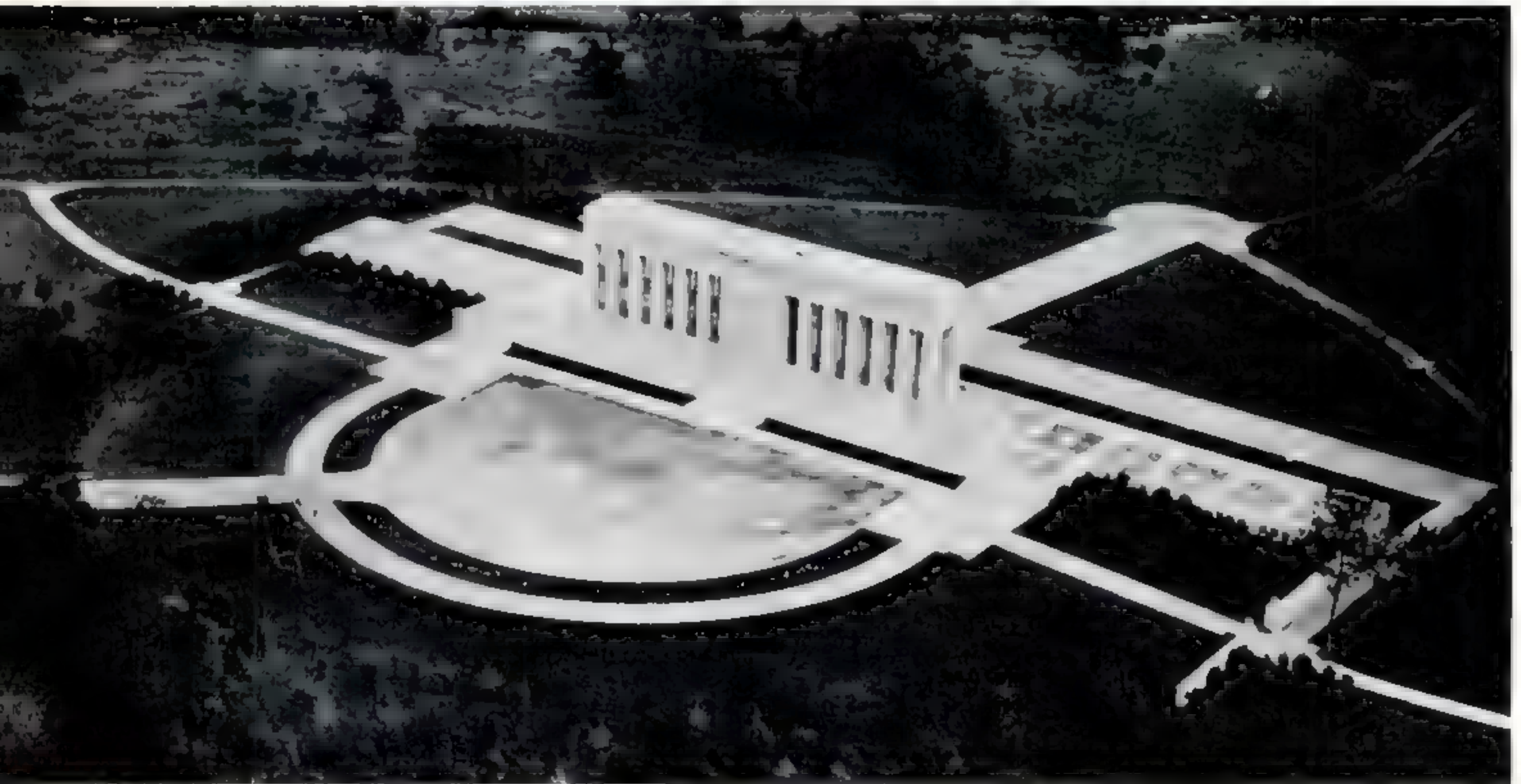
MONTFAUCON: AMBASSADOR BULLITT



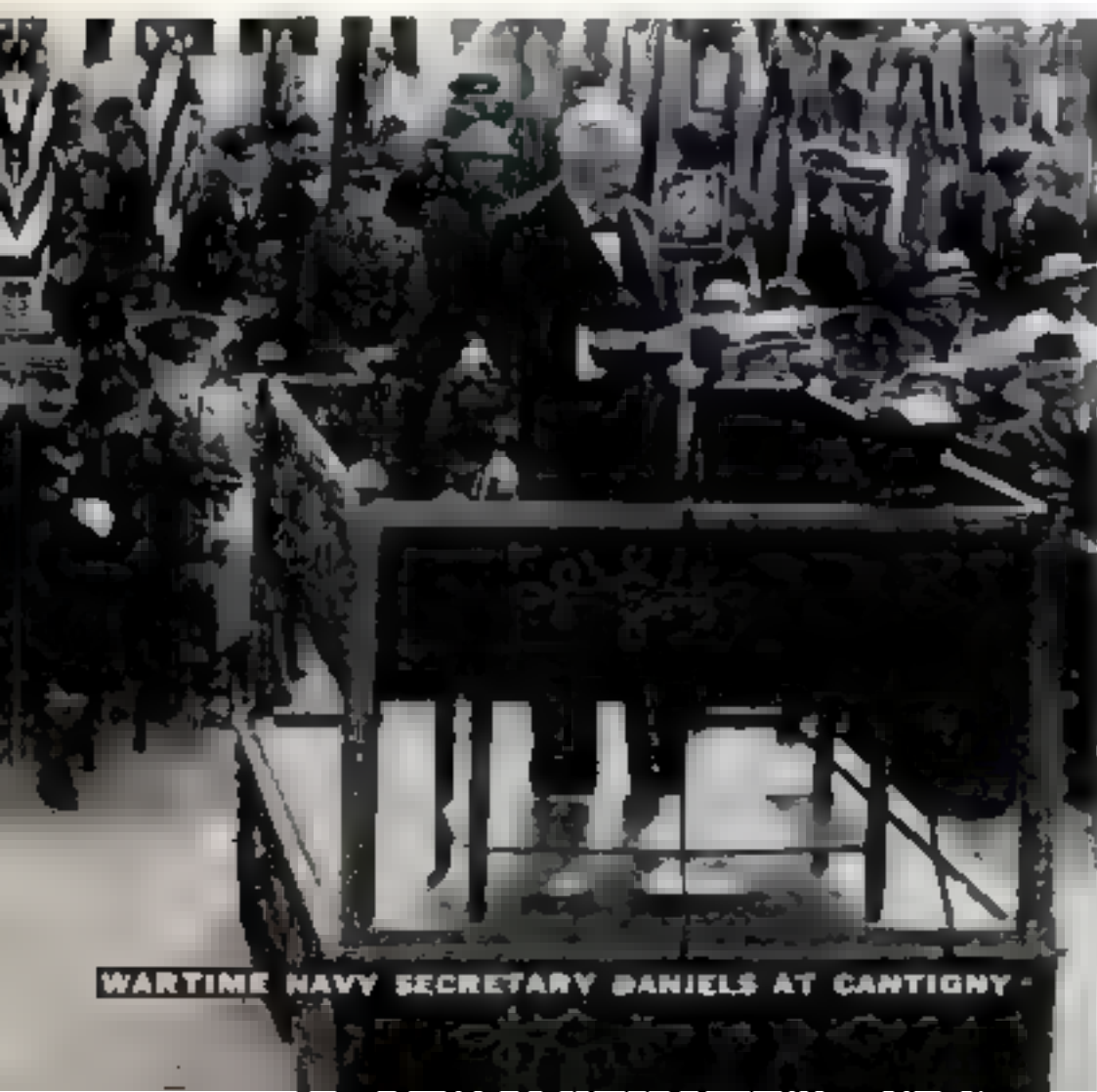
BREST: DEDICATED TO THE NAVY, AUG. 22



MONTSEC: THIS NEO-GREEK TEMPLE CROWNS A HIGH HILL OVERLOOKING ST. MIHIEL



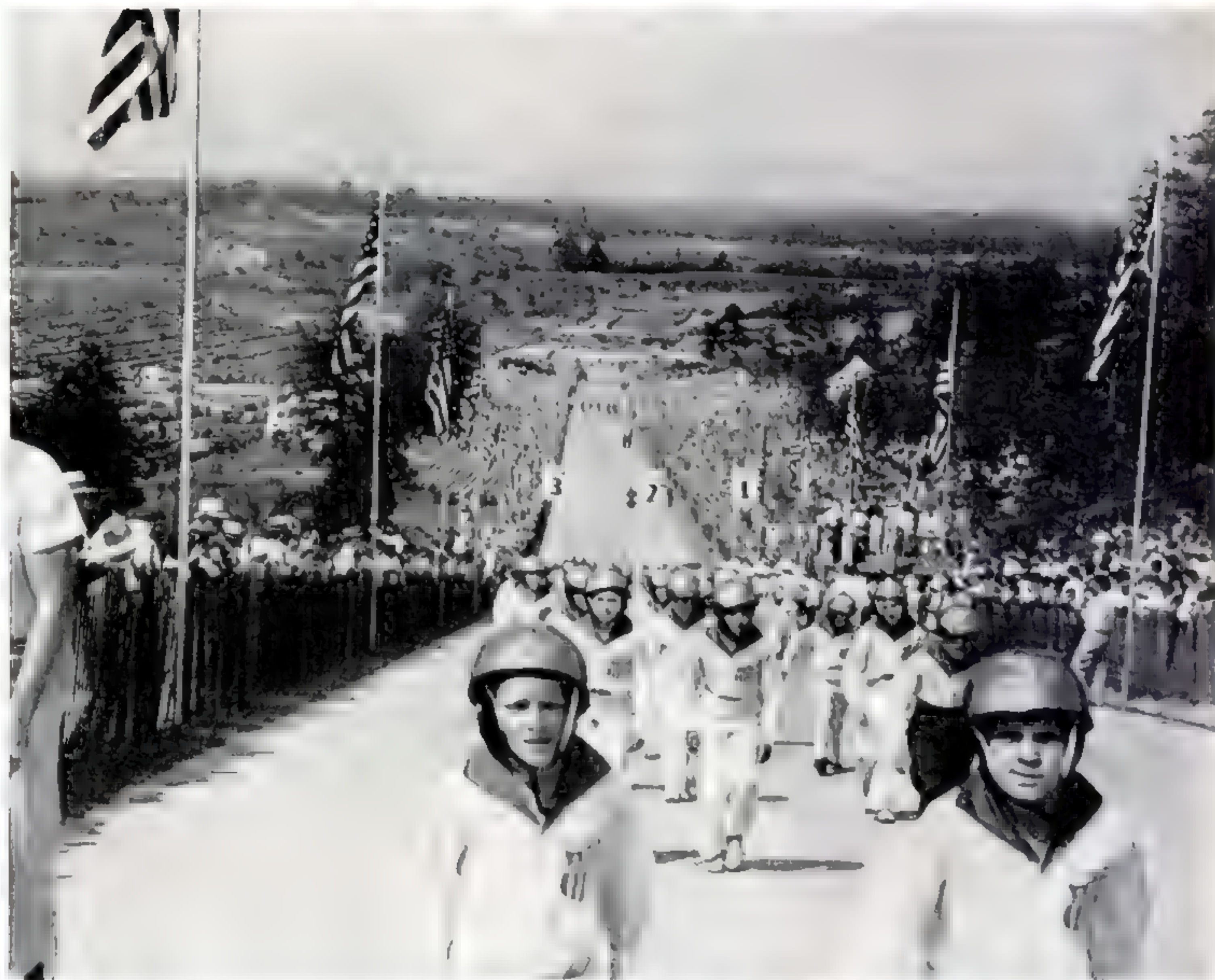
AT CHATEAU-THIENRY, AMERICANS FIRST PROVED THEIR METTLE, MADE A NAME TO RANK WITH GETTYSBURG. MONUMENT WILL BE DEDICATED OCT. 7



WARTIME NAVY SECRETARY DANIELS AT CANTIGNY



LIFE ON THE AMERICAN NEWSFRONT: SOAPBOX DERBY DRAWS 130,000 SPECTATORS TO AKRON



While 110,000 dead young Americans were being commemorated on the battlefields of France (see p. 21), some 25,000 live young Americans of a new generation were working up to the finals of the nation's No. 1 juvenile sporting event: the Soapbox Derby. At Akron, Ohio on Aug. 15, this spectacle drew a bigger crowd (130,000) than regularly attend any other U. S. sporting event except the Indianapolis auto races. The 120 finalists, clad in white racing uniforms and tin helmets, marched proudly up a concrete runway to the starting point (above). Then they climbed into home-made racers and, three by three, roled down under force of gravity. Twelve-year-old Robert Ballard of White Plains, N. Y., who whizzed down at 25 m. p. h., won not only the race but a four-year scholarship at any State university.

The Soapbox Derby, an annual affair sponsored by Chevrolet Motors and 120 newspapers, is open to any U. S. boy between 9 and 15 years old. Each entrant must build his own car at a cost of not more than \$10. Winner Ballard and his younger brother Richard built streamlined racers at opposite ends of the cellar of their home. Their father, who helped them, was sworn not to reveal either's construction secrets to the other.



HUGH FLURY JR. OF ATLANTA CHECKS HIS CAR



KENNETH RICHARDSON OF DETROIT OILS WHEEL

THE ARMY FINDS ALMOST EVERYTHING WRONG WITH THIS MANEUVER PICTURE



From Camp Ripley, Minn., where the Fourth U. S. Army is holding maneuvers, came this spectacular picture of an airplane strafing infantry. According to the War Department, the whole scene, though a favorite with photographers, would be absurd in actual

warfare. Infantry would be riding, not walking, along such a smooth road. The company would have at least one antiaircraft gun and, instead of falling to the ground, would shoot back. Even if unarmed, the troops would have had plenty of time to take cover in the woods.



RICHARD (LEFT) AND ROBERT BALLARD LINE UP IN THEIR RACERS



WINNER BALLARD IS PERSUADED TO BROADCAST A FEW WORDS

LIFE ON THE AMERICAN NEWSFRONT: ANOTHER DEMOCRATIC BOOK MAKES TROUBLE



Charles S. Hayden, Democratic Congressional Committee secretary, edits *The Democratic Register*, 1937. Republicans denounced it as another illegal scheme to raise money from corporations.



The 1936 Register. Instead of buying copies at \$250, as they did of *The Democratic Book* (LIFE, Aug. 9), companies advertise at \$700 a page.



The publisher's daughter, Annette Trenner of Philadelphia, shows the *Register's* foreword. Her father, a professional adman, solicits advertising but Democrats get the profits.

CHICAGO HANGS A HALF MILE OF ART ON ITS NAVY PIER



"Lighthouse" by Carl Sachs is one of 912 paintings in Chicago's Charter Jubilee Art Show. The lighthouse road winds between extravagant walls.



The gallery is the long Navy Pier. Paintings and sculpture stretch for half a mile along its walls, causing the critics to tour the show by automobile. Every artist in the city was invited to hang his work. In two weeks the show had 6,500 visitors.



One of the artists represented was "Tud" Kempf, a retired sailor and baseball player, who submitted two of his wood carvings.

NEGRO THIEF GETS ONE MONTH OFF HIS SENTENCE FOR A SKETCH



In the Chicago court of Judge Michael Mackinley, a young Negro named Glover Sudor was found guilty of petty larceny. Before giving him ten months, the judge asked Sudor who said he could draw, to sketch the prosecutor (at end of table). Sudor went to work.



The prisoner's sketch, done in 5 min., did not please Prosecutor Frank Donoghue. He demanded a sentence of life imprisonment.



The prosecutor (above) was overruled. The judge called the sketch "a very good likeness," reduced sentence to 9 months.

1,500 BOYS AND GIRLS PARADE IN CHICAGO'S WAR AGAINST SYPHILIS

At noon on Friday, Aug. 13, citizens of Chicago beheld a unique parade (right). Through the Loop marched 1,500 young men and women carrying banners which denounced the scourge of syphilis, predicted its early end. Spectators cheered the marchers.

The nationwide drive to bring venereal diseases into the open and then wipe them out has been pushed more aggressively in Chicago than in any other city. As far back as 1922, Chicago's Health Commissioner, Dr. Herman Bundesen, started an antisiphilis campaign. Chicago's powerful *Tribune* was the first newspaper to lift the taboo on the word "syphilis." With such strong support, this year's drive was well launched. First important result was the passage of a State law requiring all applicants for marriage licenses to pass an examination for syphilis and gonorrhea. Dr. Bundesen took the second step on July 23 when he mailed out the first of 1,000,000 forms, asking Chicagoans whether they would like to take the Wassermann test for syphilis, free and secretly. The "children's crusade" was the climax of this poll. After the parade the 1,500 boys and girls, furnished by the NYA, distributed packages of forms to hotels and apartment houses.

First returns from the mailed forms, showing 90% of the replies favorable, encouraged health authorities to go ahead with plans for the greatest mass health examination ever undertaken in peacetime.



1,000 CALIFORNIANS PLAY BRIDGE IN A PUBLIC STREET



The State highway which runs through Inglewood, Calif. was closed on the night of Aug. 11 while that city opened its Centinela Days festival with a mass "Bridge Tournament Under the Stars." More than 1,000 bridge enthusiasts paid 50¢ entry fees to play

in deudly earnest from 8 to 11:20 p. m. At the end of that time \$400 worth of merchandise orders on Inglewood stores were distributed to 54 winners. Helen Morris and Stanley Hutchinson got the first sweepstakes prize, an order for merchandise worth \$43.



Radium Queen tramps the desert

Mrs. Josie Bishop, shown sturdily trudging across the Mojave Desert, is a small, chunky, berry-brown woman of 65 or so. She has six grown children and a husband from whom she is separated. Born & bred around mines, she has for eight years been living on her claims near rugged Red Rock Canyon, 65

miles east of Bakersfield, Calif. Reputedly she stood off process servers with a shotgun while she waited for California's Supreme Court to establish her property rights. That done, she has now announced that what she has been guarding so zealously is one of the world's richest deposits of radium-bearing ore.

JOSIE BISHOP STRIKES IT RICH

Finds radium, helium, gold and silver

When most of the world's radium came from the Belgian Congo, this precious therapeutic agent sold for \$70,000 per gram. In 1930 a rich deposit of pitchblende—radium-bearing ore—was found on the edge of Canada's Great Bear Lake on the Arctic Circle (LIFE, Aug. 10). Canadian production since 1933 has broken the Belgian monopoly, brought the price of radium down to \$25,000 per gram. Now an oldtime "desert rat" named Mrs. Josie Bishop has announced her discovery of an even richer pitchblende deposit in California's Mojave Desert.

Mrs. Bishop has staked eleven claims covering some 170 acres. She says she has known about the radium for four years but has withheld the news of it until litigation over her property was ended. A San Diego chemist has assayed her find at a super-rich 130 milligrams of radium bromide per ton of concentrated ore. This finding, Mrs. Bishop says, has been confirmed by the Institut de Radium in Paris.

She has sunk two mine shafts, one of which yields pitchblende, the other quartz containing gold and silver. Already she has signed lease options on three portions of her property. Los Angeles, Fresno and British interests are reported bidding for the rest. Meantime the West has been stirred by news that Mrs. Bishop's property also contains helium (usually found with radium), and by discovery at nearby Mojave Aug. 13 of a gold deposit assaying \$1,500 per ton.

Since the announcement of her find, Josie Bishop's desert shack has been besieged by promoters and sight-seers, flooded by letters and telegrams. "They ask me for money and samples and stories of my life," says she, "and two or three of them threaten to shoot themselves if I don't help them. I hate to think that people have that much trouble."

When reporters asked what she would do with her prospective fortune, Mrs. Bishop thought a while and then declared: "First thing I'm going to do is to establish a home for old prospectors and miners. I know what it means to be down on your luck and hungry and no place to turn to."



THE LIVING ROOM OF MRS. BISHOP'S SHACK IS COMFORTABLY LITTERED



PROSPECTOR FRIENDS DROP IN FOR A CHAT AND SOME WATERMELON



OUT OF THIS DESERT SHAFT MAY COME MILLIONS IN RADIUM ORE



MRS. BISHOP & PARTNER, H. G. ("SCOTTIE") COOK, TRUDGE HOMEWARD

OUT OF THE DEEP SOUTH: A LYNCHING, OIL & FEATHERS, THE KU KLUX KLAN AND



Bullet Holes riddled dead body of Albert Gooden (*above*), 33-year-old Negro accused of shooting a white officer, when deputy sheriffs dragged it out of Beaver Creek, 12 miles from Covington, Tenn., on Aug. 17. Day before, a lynch mob crying "To hell with the law," had snatched Gooden from a sheriff, hanged him under a Beaver Creek bridge.

A Socialist named Herbert Harris looked like this (*right*) when a Dallas, Tex. mob got through plastering him with oil and feathers, Aug. 9. With the whole South stirred by C.I.O. drives to organize its textile, oil and other industries, Harris had ventured into Dallas' cotton-mill section to show a pro-union propaganda movie called *Millions of Us*.

Bruises covered the body of George Baer, 38-year-old vice president of C.I.O.'s United Hat, Cap & Millinery Workers union, after three men had beaten him up on a busy Dallas street, Aug. 9. Roused by six such antiunion beatings in recent weeks and threats of more, Texas' Governor Allred ordered 25 Public Safety officers to Dallas, Aug. 19.



DALLAS DID THIS TO HERBERT HARRIS



DALLAS DID THIS TO GEORGE BAER

MR. JUSTICE BLACK

In the U. S. Senate Aug. 17, New York's Royal S. Copeland arose to air the hoary charge that Alabama's Hugo L. Black was elected to the Senate in 1926 with the help of the then-potent Ku Klux Klan. Despite Dr. Copeland's animadversions, the Senate proceeded, by vote of 63 to 16, to confirm the nomination of Senator Black to be an associate justice of the Supreme Court.

In Atlanta later that day, Dr. Hiram W. Evans, Imperial Wizard of the Klan, remarked "Copeland is running for Mayor of New York. He has to have an issue. I don't intend to become that issue." Wizard Evans denied that Mr. Justice Black had ever been a Klansman or, so far as he knew, even a Klan sympathizer.

Whatever the truth or worth of the Klan charge, and despite his reformist bias, Mr. Justice Black is, like all men, a product of his early environment (see right). Remembering the intolerance of anti-New Dealers he displayed as a Senate inquisitor, thoughtful observers noted with interest that concurrently with his elevation to the Supreme Court came news from the Deep South of another lynching, of anti-union beatings, of a reviving Ku Klux Klan.



Klanswomen are featured in photographs of reviving Ku Klux Klan. Believing the Deep South now hates labor unions worse than Catholics and Jews, Wizard Evans says the Klan will ride against "Communism within C.I.O."



Mr. Justice Black's birthplace was this shack on a farm in Alabama's Clay County, 12 miles south of

Ashland. Standing in photograph are his sister and brothers-in-law.



Hugo Black at 6 stands between his father and mother on an Ashland porch, his father having given up farming for storekeeping.



Hugo Black at 20 was a senior in the University of Alabama.



At Ashland "College," which he attended "through algebra," the future Supreme Court justice was photo-

graphed on a front row swing, dangling his long bare legs between two classmates squatted on the ground.

OUT OF THE DEEP SOUTH: A HYMN-SING

A MORALITY PLAY

(Continued from page 31)



J. W. LAMINICK LEADS 400 SINGERS IN "OLD HUNDRED" AT THE ANNUAL SACRED HARP CONVENTION IN BIRMINGHAM, ALABAMA

The devil is rebuffed in a Negro morality play *Heaven Bound* which, after 500 performances by an Atlanta African Methodist Church choir, opened Aug. 10 under WPA sponsorship.



Sins are washed away as Rev. Homer Johnson of Fayetteville, Ga.'s New Hope Baptist Church immerses a pretty young convert in a near-by creek. Others wait their turn in prayer.



A BAPTISM, A TOM HEFLIN AND A NEW WOMAN SENATOR

Besides lynching Negroes and beating unwelcome whites, the Deep South sends to Washington such characters as anti-me Senator J. Thomas "Tom-Tom" Heflin of Alabama who made himself notorious in the 1920's by his rantings against the Roman Pope. But the Deep South manifests a fine religious fervor of its own in such displays as open-air baptisms, Negro morality plays and the annual conventions of the Alabama Sacred Harp society, at which hundreds of pious "shape-note singers" (so called from the old-fashioned notes in their songbooks) assemble to chorus old hymns from morn to night.

Also renowned for its chivalry, the Deep South remains the only region which will send a woman to the U. S. Senate. Especially tender toward widows, its governors appointed Widow Rebecca Felton of Georgia to the Senate in 1922, Widow Hattie Caraway of Arkansas in 1931, Widow Rose Long of Louisiana in 1936. Under the urgings of the late Huey Long, Arkansas voters chivalrously returned Mrs. Caraway to her seat in 1932.

On Aug. 19, Governor Bibb Graves of Alabama carried Southern chivalry to a new high when he appointed his own wife to the Senate seat left vacant by Mr. Justice Black. Governor Graves was, however, also influenced by the fact that Alabama law requires him, in case of Senate vacancy, to call a special election "forthwith." The Governor's political associates insisted that he appoint someone who would step aside when the special Democratic primary is held next winter. Finally, Governor Graves is not rich. The family can use an extra \$833 per month—a Senator's salary.

Mrs. Dixie Bibb Graves will be no Senate figure head. A fine public speaker and prolific letter writer, she has long been an active force in Alabama politics as a leader of the State's clubwomen. "Miss Dixie" is credited not only with helping to get her husband twice elected to the Governorship, but also with being his shrewdest and closest adviser.



Senator Graves & husband arrived in Washington by airplane Aug. 10. Soon as Mr. Justice Black's resignation was in, Governor Graves handed his wife her

appointment. With three gardeners on her shoulder and Alabama's John H. Barkshire as escort, Mrs. Graves marched down the Senate aisle to take her oath.



Alabama's "Forgotten Man," onetime Senator Tom Heflin, announced he would be a candidate to succeed Mrs. Graves.



The Governor's Mansion at Montgomery is the last of many homes in which Governor and Senator Graves have lived together. First cousins, they were reared

by her parents after he was orphaned in youth. Mrs. Graves is her husband's comrade on deer hunts and deep-sea-fishing trips as well as on campaign tours.

ART

WALDO PEIRCE NOW PAINTS SERIOUSLY

After 30 years of painting and playboying, Waldo Peirce at 53 has at last earned the right to be taken seriously as an artist. At Harvard (Class of 1907) Peirce overslept his last exam. Later he jumped off a cattleboat in Boston harbor and swam miles before being picked up by lobster fishermen, leaving his companion, John Reed, to be hauled up for his presumable murder.

Before the war he traveled in Spain with Ernest Hemingway. During the war he drove a Model T Ford for an ambulance unit. After that he spent three winters in Tunis where he was elected to the Isawa of Hammamet, a lodge of whirling dervishes. His large untidy beard and his Rabelaisian vocabulary contributed toward his reputation as "the last of the Bohemians."

While Peirce painted throughout this period, his strange antics did much to obscure his talent in the eyes of the public. In 1930, when his third wife, 24 years his junior, presented him with twins, Peirce's life for the first time got a focal point and his painting improved tremendously. Since then his favorite subject has been his twins and a new depth and tenderness has come into his work. The antithesis of a cold, unemotional painter like Grant Wood, Peirce's canvases vibrate with vitality and gusto. He divides his time between Haverstraw, N. Y. and Bangor, Me. On Aug. 30-Sept. 25, Manhattan's Midtown Galleries will hold the largest Peirce show to date—over 200 paintings and prints.



In dungarees, Artist Peirce carries his youngest child, 2½-year-old Anna Gabrielle. At right is his third wife, Alura. Peirce's marriages occurred in 1910, in 1920 and in 1930.



The twins pose while Papa paints. At left is Michael, who cut off his own bangs. The other is Chamberlain. Sister Anna has horned into the scene but will not be in the painting.



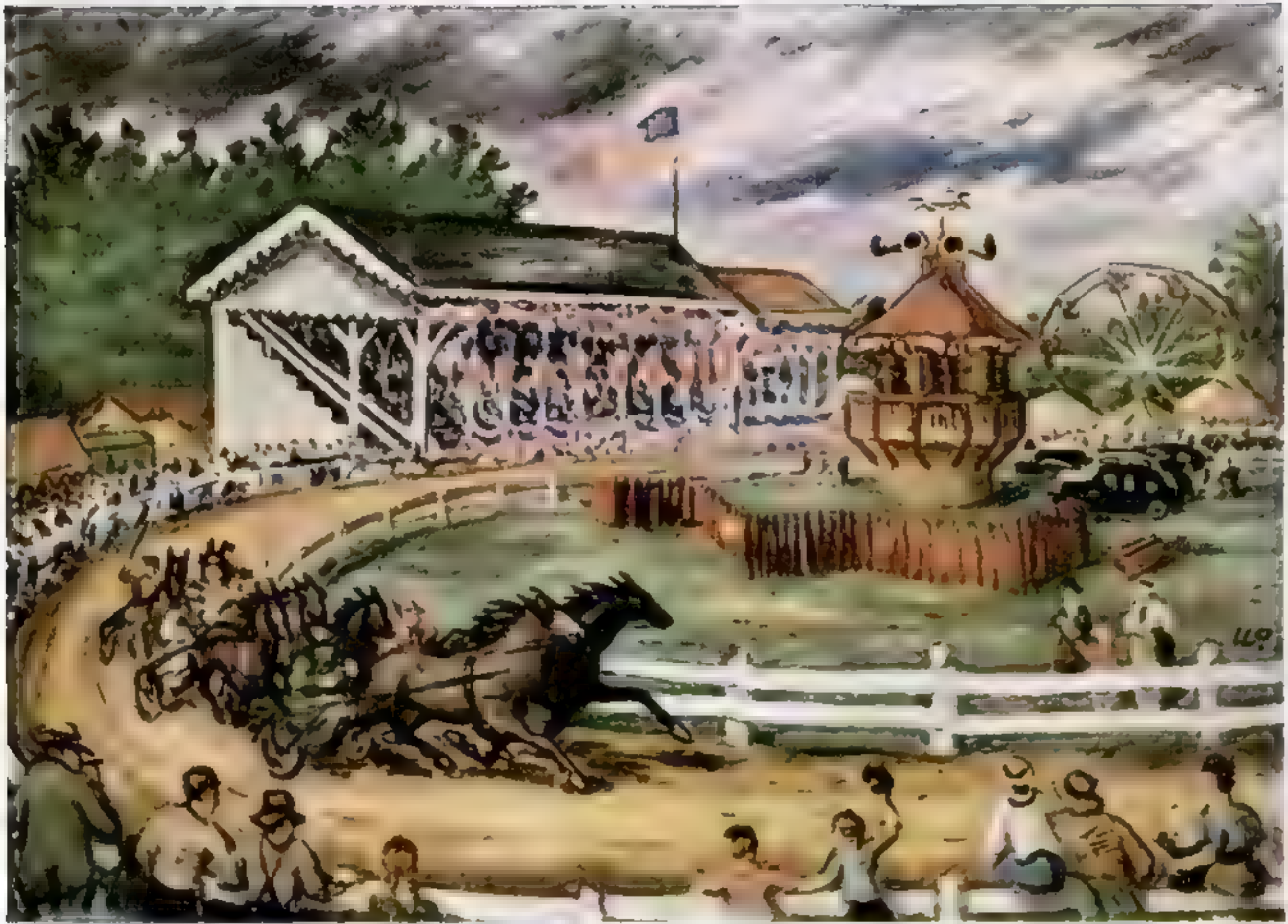
A Peirce portrait of the Peirce twins whose fun, according to Hemingway, is "for one to hit Waldo over the head with a beer bottle while the other sets fire to his beard."



In this barn at Haverstraw, Waldo Peirce does much of his painting. The open door at the lower left leads to his studio which is littered with hundreds of his unfinished works.



This family group was painted by Alura Peirce whose work somewhat resembles her husband's. It is now on exhibit at the Dallas (Tex.) Museum. It can be bought for \$350.



WALDO PEIRCE CALLS THIS MAINE TROTTING RACE. ALL THE PEIRCES, YOUNG AND OLD, WILL GO MILES TO SEE A COUNTY FAIR



COUNTY FAIR, ANOTHER MAINE CARNIVAL, WAS PAINTED AT BANGOR. THESE TROTTERS, THEIR RACES RUN, ARE BEING LED TO THEIR STALLS



MIGHTIEST ATOM-SMASHER

B'ggest machine for investigating the smallest particles of matter is this 65-ft. atom-smasher. It marks the first attempt on the part of a commercial organization to investigate the field of nuclear physics. The picture above is an artist's drawing,

based on blueprints, of this machine now being erected by Westinghouse Electric & Mfg. Co. at its research headquarters in East Pittsburgh, Pa. The steel shell and two-story building, which is the atom laboratory, are located on a cliff 100 feet above the Lincoln Highway (*right*). The structure will be completed in September, will be in operation early next year. At that time, electric charges of

some 5,000,000 volts will be generated on an electrode inside the shell, hurled at atomic targets in the laboratory below. Manholes and ladders on the side and top make the mechanism accessible for repairs. Results anticipated are: 1) development of radio active bodies by transmutation of matter, 2) practical developments in the field of electricity through increased knowledge of the structure of the atom.

AT EAST PITTSBURGH, PA.

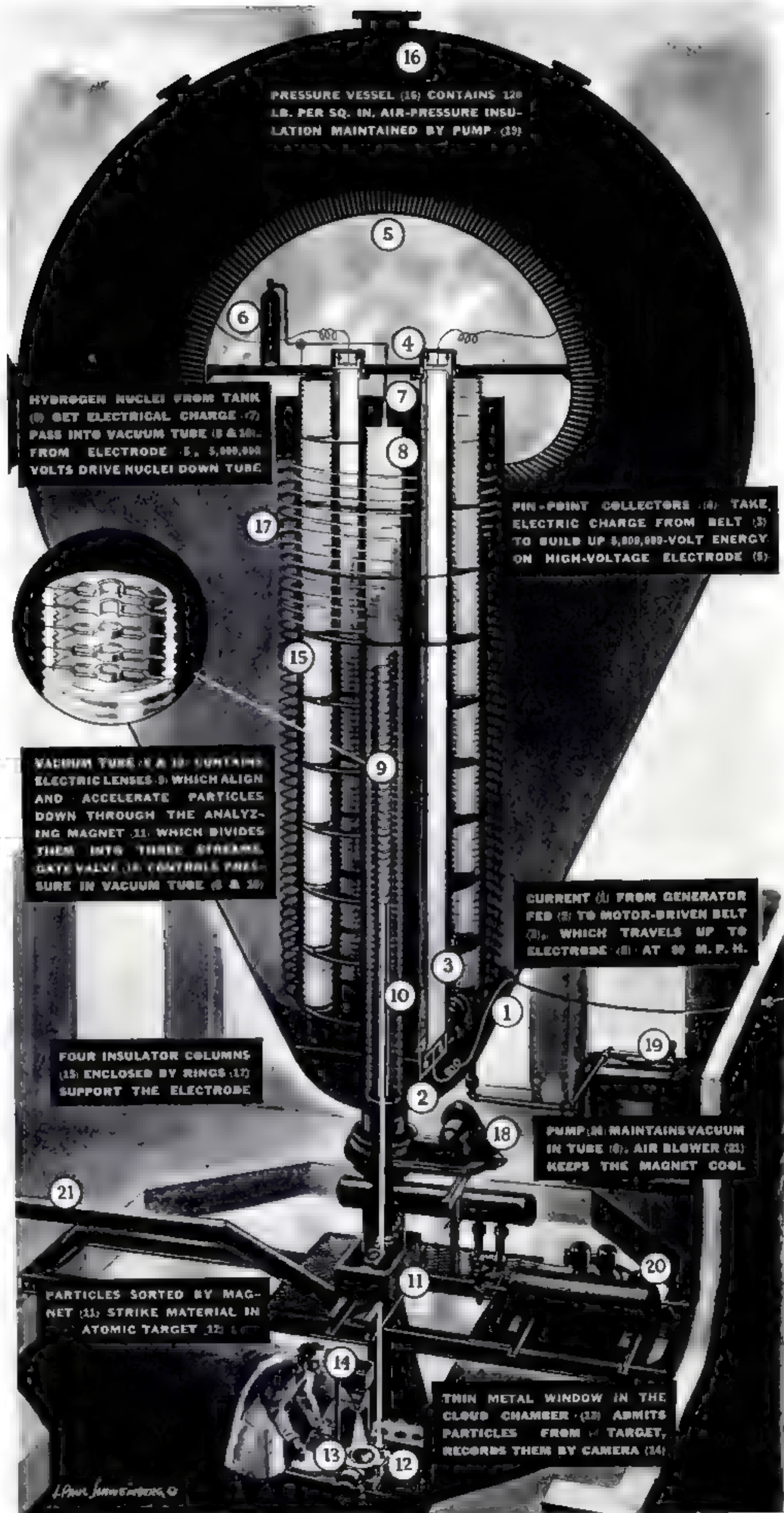
This high-voltage machine is soon to investigate the atom



No solid matter is the invisible atom. It is composed of a nucleus and flying electrical particles called electrons. The nucleus itself is usually made up of minute particles called protons and neutrons and can create positrons and

electrons. These are bound together by millions of electron volts which also ward off intruding particles. Hence to split nucleus and get at heart of the atom, scientists have had to erect ever more powerful machines.

The diagram at the right shows the interior of the Westinghouse atom-smasher, pictured in color on the opposite page. It is now being built at East Pittsburgh, Pa. under the supervision of Dr. W. H. Wells (above). A gun with a vacuum tube for a barrel, it uses 5,000,000 volts of electricity as ammunition with which to smash atoms. The electricity is fed at 20,000 volts (1) onto two fabric belts (3) which travel upwards at 50 m.p.h. As the belts reach the top of their course the electricity leaks off, is stored on a high-voltage electrode (5). When the electric power is built up to 5,000,000 volts, it passes into the vacuum tube (8 & 10), picks up nuclei of charged hydrogen and shoots them down the tube at speeds from 30,000,000 to 100,000,000 m.p.h. The hydrogen particles hit the atom target (12) in the laboratory below with a terrific impact. The collision breaks up the atomic nucleus into its component parts. These fly into a cylinder of humid air (13), electrifying the air particles on their way. The moisture then condenses on these particles and leaves tracks of water-drops which are photographed in this cloud chamber. From these pictures of tracks scientists are able to determine whether the particles bombarded out of the heart of the atom are protons, electrons, positrons or neutrons.



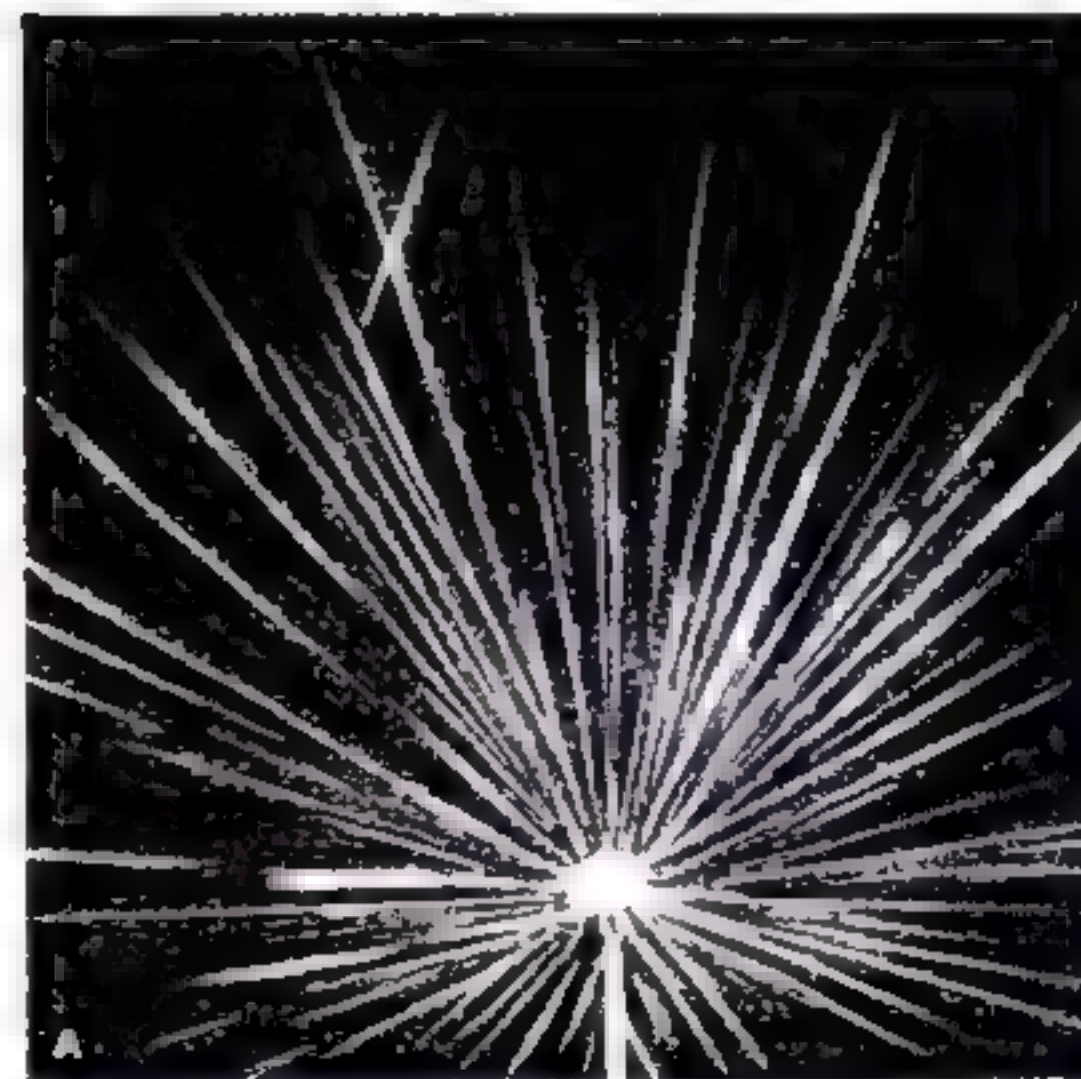
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INSIDE THE ATOM, SCIENTISTS SEEK SUBSTITUTES FOR RADIUM

Most immediate reason for smashing atoms is the artificial production of substances to supplement radium, most available of potent radioactive elements. Radium has created a new era in the worlds of physics and of medicine. One gram of this material liberates tremendous quantities of energy over a period of 1,600 years. A ton of coal would not give out so much heat as would three grams of radium during its slow transformation into lead. Dreamers seek to produce limitless quantities of elements similar to radium, utilize their tremendous atomic energy. Such mass production is unlikely because elements do not disintegrate spontaneously, because energy escapes slowly and because the most powerful atom-smashers produce only minute quantities of radioactive substances.

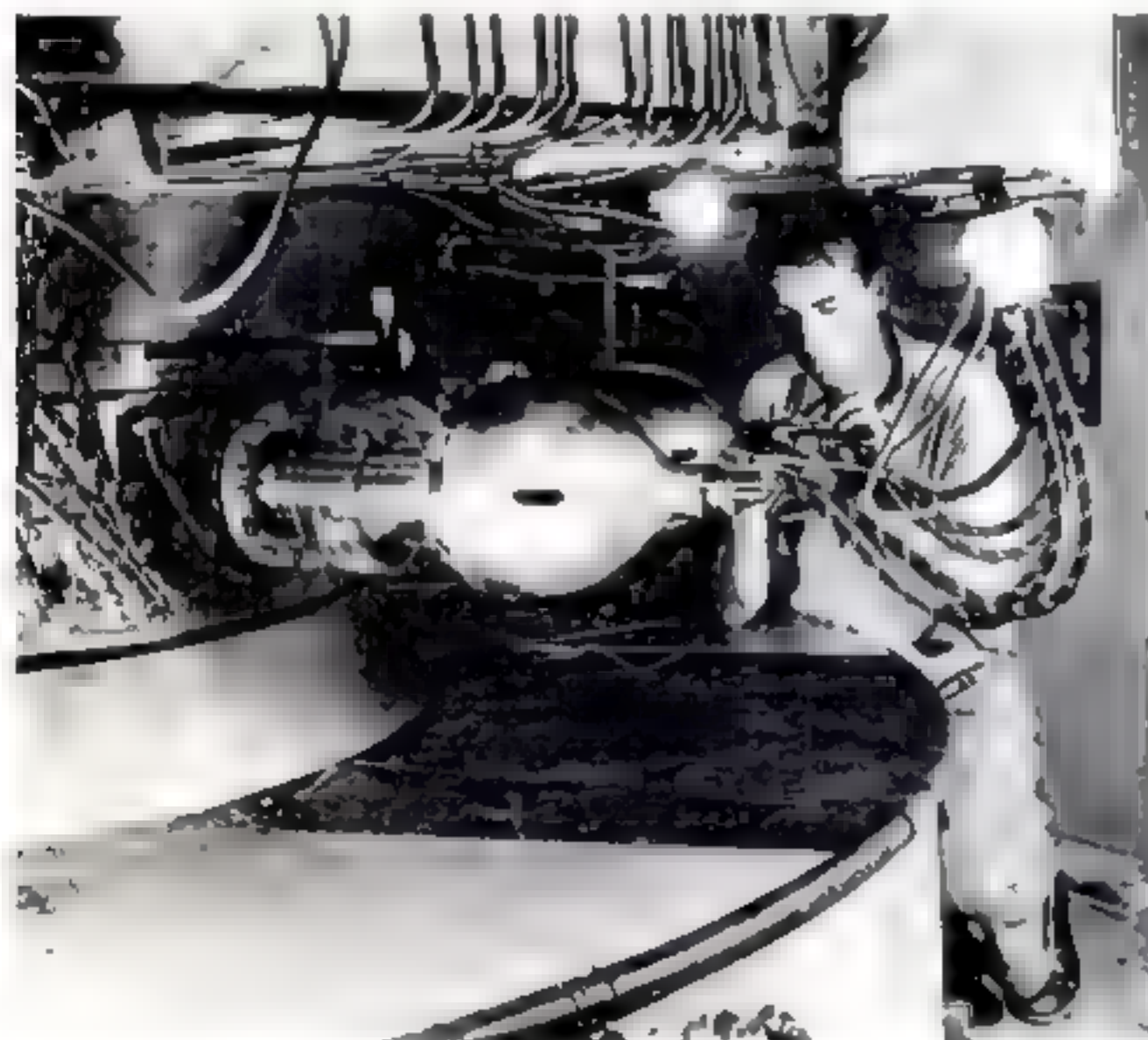
Highest batting average in the field of transmutation of matter is held by University of California's Professor Ernest Orlando Lawrence whose 80-ton cyclotron (see right) has transmuted all known elements. Different from most atom-smashers, the 50,000-volt cyclotron does not use mighty electric charges to speed atomic bullets. In its flat vacuum cylinder are two semicircular electrodes operated by a current alternating 15,000,000 times per second. Charged nuclei are drawn first into one electrode, then into the other. A huge electromagnet outside the cylinder creates a magnetic field which holds the particles to a circular path. Each time the current alternates it creates an electrical impulse which gives another kick to the whirling particles. The faster they move the nearer they come to the periphery of the cylinder. At top velocity they pop out of a window in the wall of the cylinder, crash into an atomic target, releasing parts of atoms to be photographed in the cloud chamber. Thus, by placing before the window a bit of sodium and bombarding it with heavy hydrogen nuclei, Professor Lawrence obtained a minute particle of radioactive sodium. Other elements were made radioactive by the same process of transmutation.

High-tension column of atom-smasher (left) in the Kaiser Wilhelm Institute for Physics near Berlin will produce 1,500,000 volts of direct current when finished. A twin column will make another 1,500,000 volts with which to disintegrate atoms. This apparatus first strips hydrogen atoms of their electrons, then shoots their nuclei at atomic targets. Electric power is built up in these columns, released by the men below, and discharged in sealed chamber.





The cyclotron's bombardment chamber is evacuated by this stopcock. Crouching by the machine are its inventor, Professor Lawrence (left) and Research Associate Dr. Frans Newell Devereux Kurie who specializes in taking cloud-chamber pictures.



Water connections are hooked up by Wilfred Maun, research assistant. The water serves to cool the electrodes. When the cyclotron is being used, it is entirely surrounded by wide tanks of water to protect operators from dangerous neutron rays.

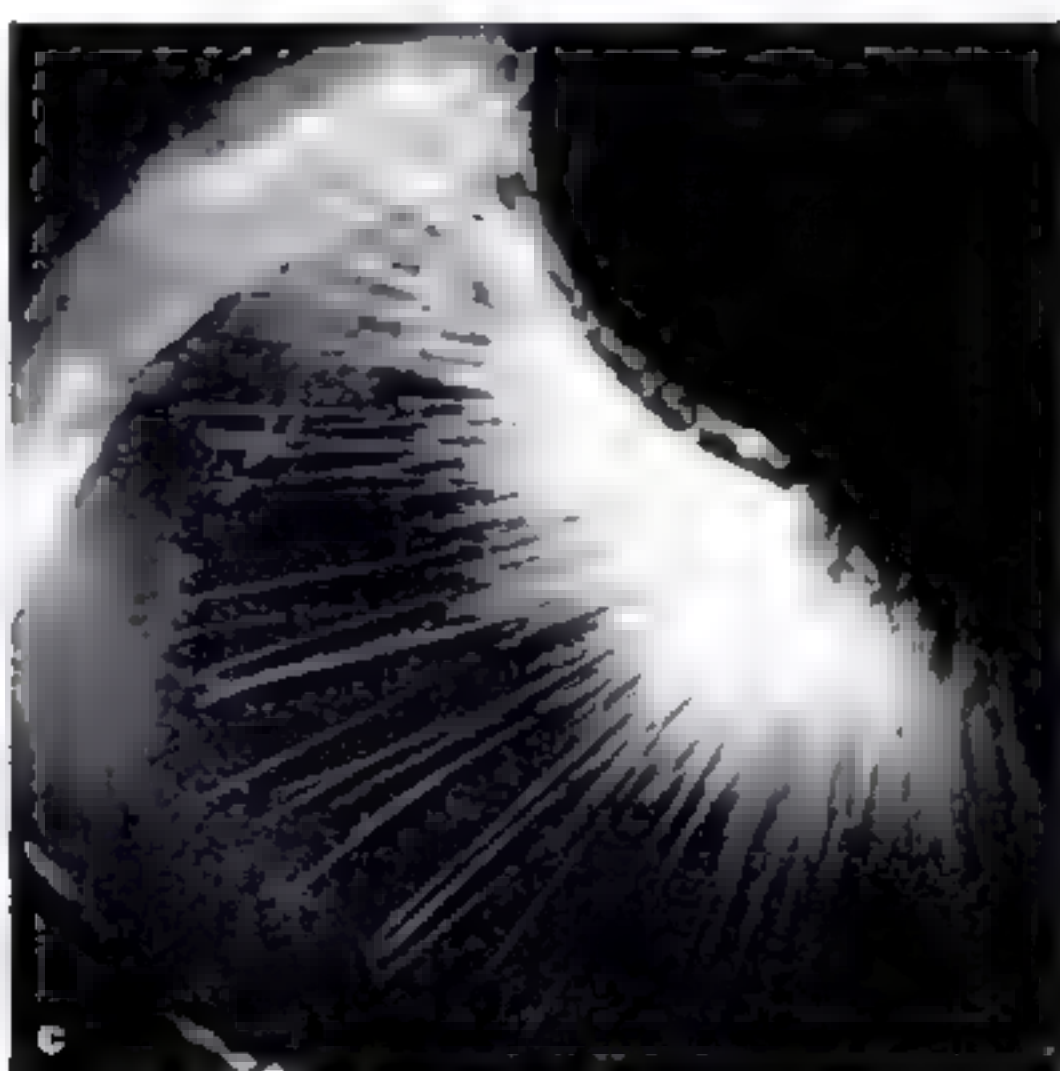
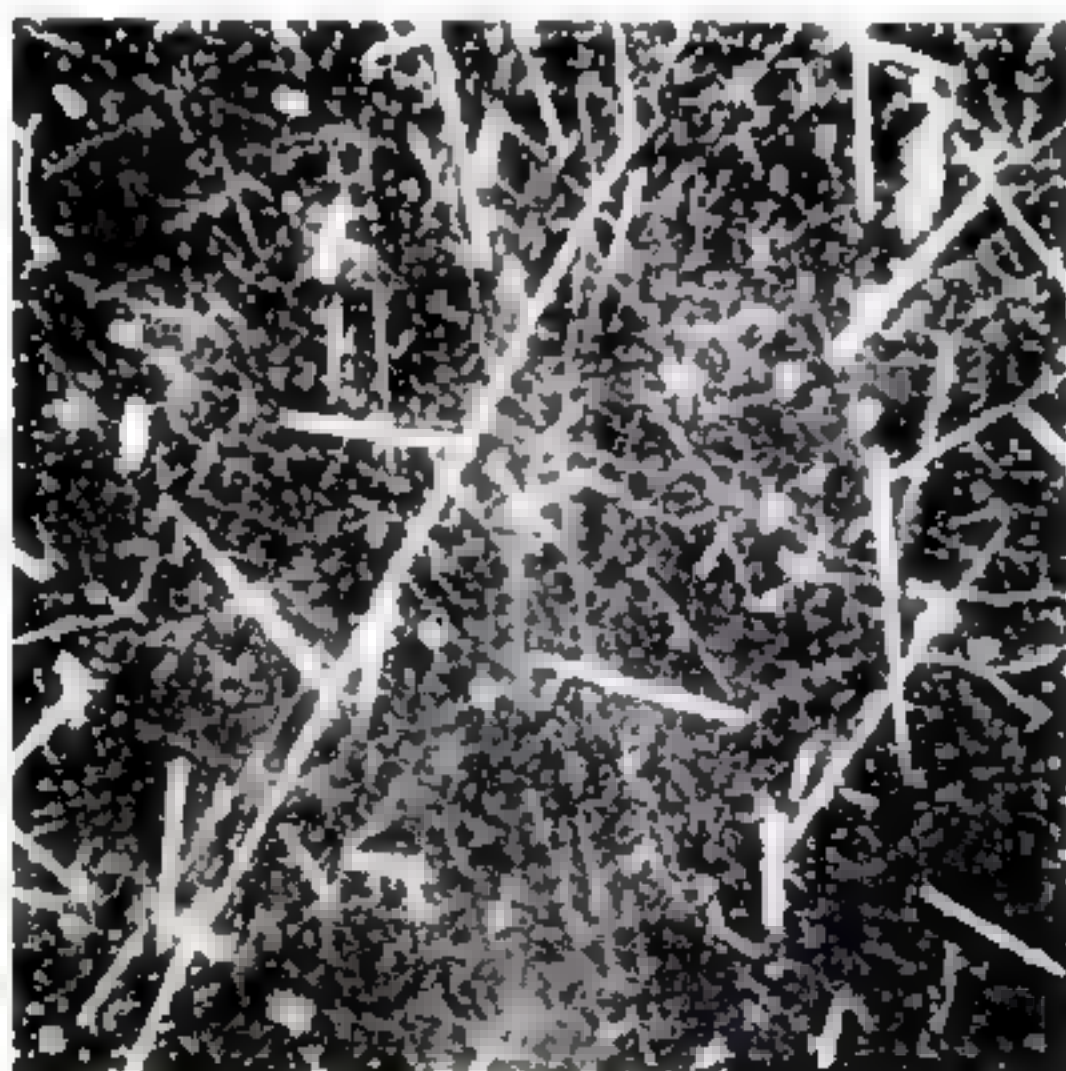


A 7,000,000-volt discharge (above) was created by Dr. Robert J. Van de Graaff's electrostatic generator at Round Hill, Mass. When splitting atoms, current leaps from one aluminum ball to the other through a vacuum tube, attains energy up to 8,000,000 volts.

A A nitrogen nucleus, when hit by a helium nucleus energized by more than 10,000,000 electron volts, gave off a shower of protons whose tracks, photographed in the cloud chamber, looked like this. The nitrogen atom was partly transmuted into hydrogen.

B A hydrogen nucleus, when hit by neutrons, breaks up in such a way as to leave straight tracks in cloud chamber. Electrons produced curved tracks. Neutron streams are more potent than X-rays, sterilize mice temporarily, destroy cancerous growths.

C Gamma rays, similar to X-rays, shoot out from a tiny piece of radium placed inside a cloud chamber to be photographed. They serve to treat cancer. Radium also gives off positively-charged alpha particles, even smaller negatively-charged beta particles.





RICH AND POOR, OLD AND YOUNG, JAPANESE LOVE MOVIES, RADIO, SENSATIONAL JOURNALISM AND PHONOGRAPHS EVEN MORE THAN WESTERNERS DO

THE JAPANESE: THE WORLD'S MOST CONVENTIONAL PEOPLE

As late as 600 A.D., the Japanese were about as barbarous as the tribes of North Europe. But when they looked about for a civilization to copy, the nearest to hand was the magnificent culture of great China and they borrowed it almost intact—laws, sciences, trades, alphabet, art, clothes and religion. They did such a fine job of adapting that today they look down on the Chinese as an anarchic, crude and undisciplined people that has left its great past far behind. The great Japanese virtues of today are the old Chinese virtues of Confucius—sincerity, loyalty and decorum.

Japan has built a singularly effective civilization on its Chinese models. Loyalty and decorum are virtues primarily useful, not to oneself but to other people. Every Japanese inherits at birth a mass of loyalties and proprieties. His whole life is stylized for him by elaborate social, moral and legal codes, written and unwritten, that cover every situation he can possibly get into. He is taught to act always by the rules. Hence he is never embarrassed because he always knows that he is doing the "right thing." His politeness, so impressive to foreigners, is merely conventionality. He is taught not to take seriously any individualistic impulse that occurs to him and to trust those whom God has put above him. He feels himself more of a man when he disciplines himself than when he "expresses" himself. And he is happiest in a swarming crowd. The result is that the Japanese is not much good by himself (Japan has produced almost no great writers, artists or scientists) but superb in the mass.

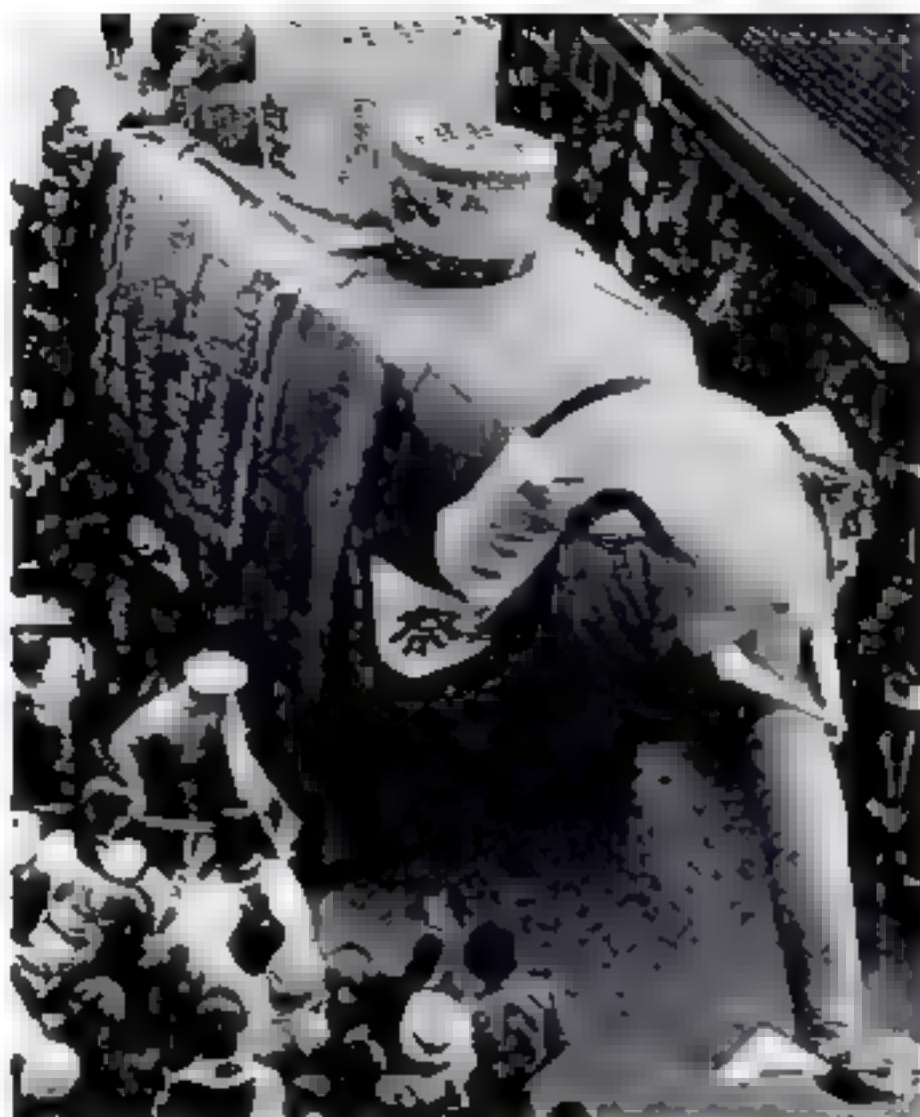


The Japanese relax naturally into a squat for curbside conversations. The head falls forward and leans on the hand. The woman's old-fashioned kimono is

suitable for squatting but the press in the man's modern trousers is being ruined. In this position the people of Japan are now pondering war with China.



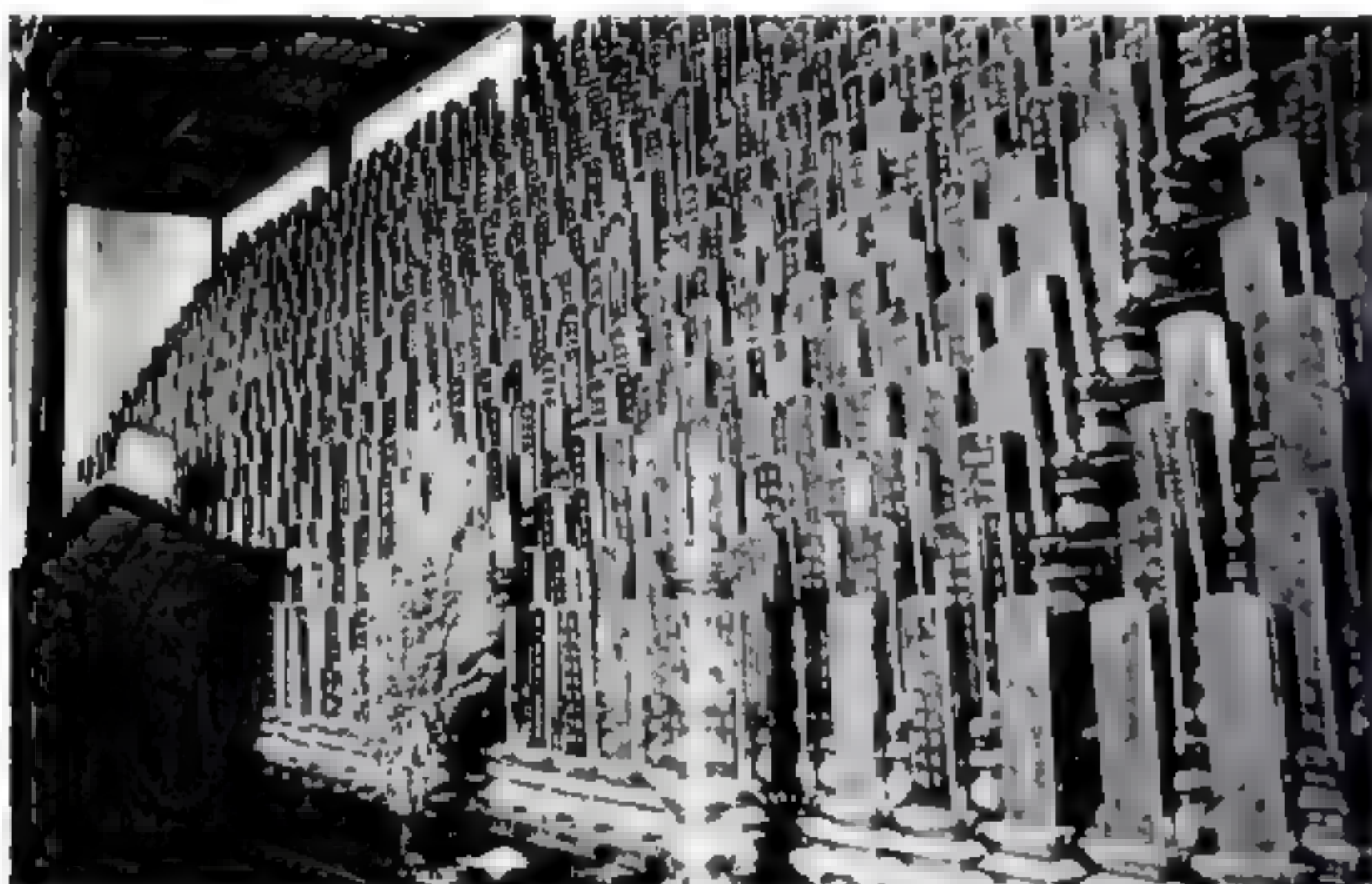
This man's trade is to lower fire risks by brandishing his apparatus in front of an uninsured house. This relic of Shintoism still has a multitude of Japanese believers.



A store-bought elephant celebrates the landing of U. S. Commodore Perry at Shimoda in 1853. The baskets advertise saké liquor and soya sauce; the blanket, the store's rice.



Religious minstrels play bamboo flutes for their supper before a restaurant. They hide their faces with baskets which are also used to conceal arrested persons on trial.



Ancestors of the whole Buddhist congregation at Tsurumi-Soji-ji are memorialized in this battalion of wooden tablets on the temple altar. The names

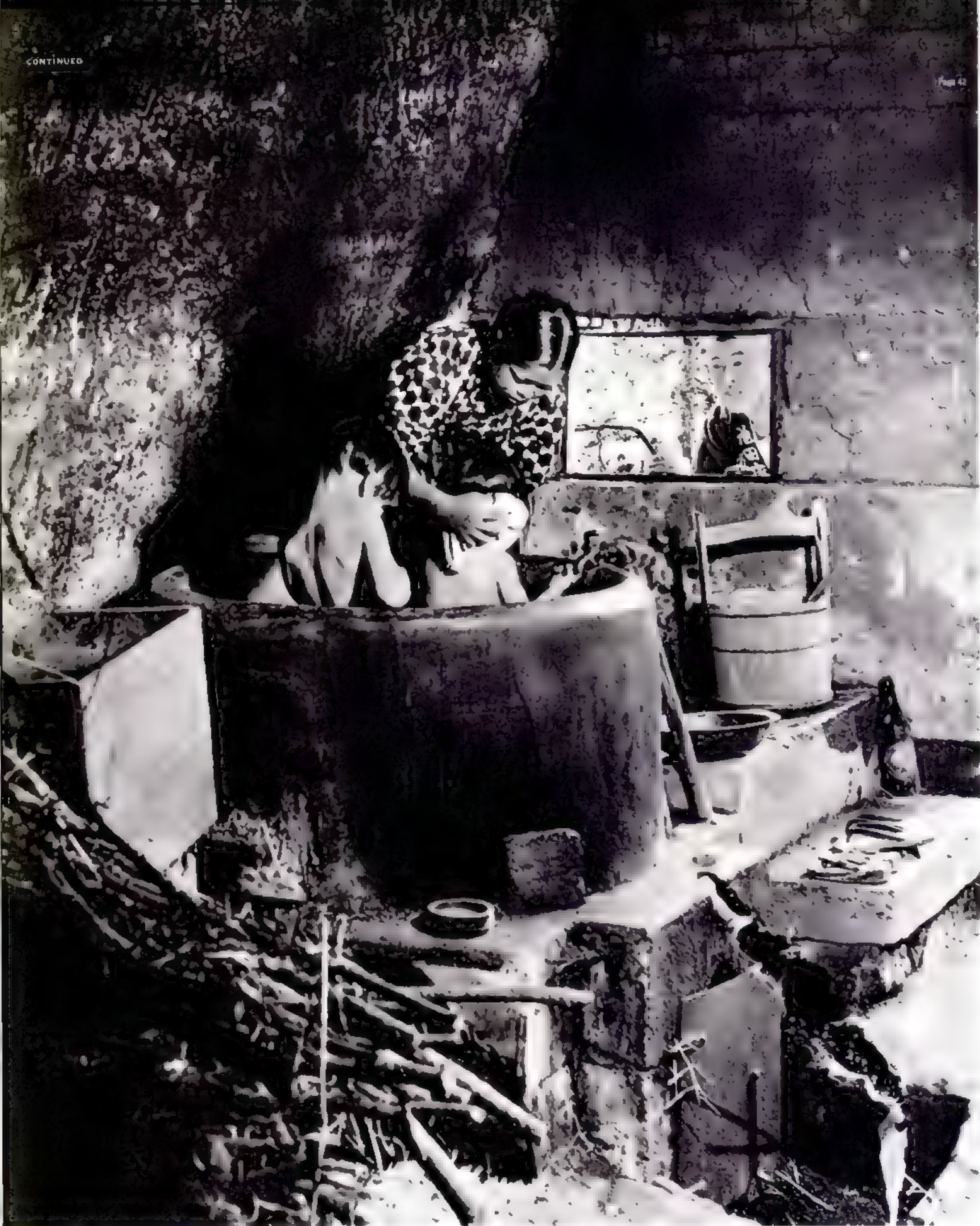
are not their real ones but the Buddhist names given after death. The Buddhist religion long ago edged out Japan's native, primitive Shintoism.



Pilgrim hoggars of the Buddhist Hokke sect are drumming for their supper (above). Japan is full of pious itinerants. A Japanese juggler by in-

stinct, the balancing bicyclist (at right) is delivering bowls of soba, a low-priced kind of wheat vermicelli largely eaten in offices by busy workers.





Japanese peasants bathe on stove

Seven times a week, toward nightfall, the Japanese peasant woman fills this stone vat from the water pipe (centre, in whose faucet one son has his finger). Then she piles wood through the stove door (lower right) and builds a fire. When the water is hot, her husband bathes first.

Next she bathes her sons, then herself, last her daughters. The drain is the square stone in the vat's side. Her husband is looking in the window merely to get in the picture, not to see his sons washed. Such untidiness and solid, medieval stonework exist only in Japan's farm districts.

The World's Most Conventional People



Respectable women in Japan have no objection to having their pictures taken in the bath where they spend a good part of their lives. Japanese women generally have thick, short legs, broad bodies, strong, graceful necks and flat chests. They are capable of heavy physical work.



Washing comes before soaking in Japanese public baths. These men are scrubbing themselves while singing choruses in the community bath. One is dousing himself clean before he steps into a big bath. Japanese can stand water of 140°, hotter than anyone except Finnish athletes.



A mineral bath in a hot-springs hotel is what this contemplative Japanese is taking. The window has been slid open so that he can hail passers-by and pass the time of day with them. If he has lots of friends, a crowd may form on the lawn outside the window.

The sulphur bath in the country districts sometimes mixes both men and women. Women wear a loincloth as they edge in, may remove it later. The water in the bath is changed several times a day. Notice the two women in the foreground, wedged in among the men.

Japan's bathing habits are, to Westerners, probably the most shocking part of Japanese life. But Japanese are shocked by such Western prudency. There is very little libertinism in Japan. Japanese have unexcelled social lives, continually make new acquaintances in their own class and are extremely sensible about their fellow man's character and body. Mixed nude bathing makes no trouble in

Japan but it is actually confined to mineral springs in rural districts. The bath is in fact a place to make friends, to pass the day singing, talking and thinking. The admission charge is as little as 2¢. The bather gets off the dirt first, then slides in for a long, relaxing parboil with his friends. After a three-hour soak at 140°, a thinly clad Japanese can walk down a winter street without catching cold.



The World's Most Conventional People

The world's most amazing mass human effort is the Japanese farmer's attempt to feed 70,000,000 Japanese from the arable fringes of Japan's rocky backbone. Growing little else but rice (which yields ten more bushels to the acre than any other grain), he still cannot supply Japan's demand for rice. Normally this would long since have gone up but the Government has kept it down and kept the Japanese farmer husk-poor.

His family makes their own clothes, mats, baskets and charcoal, and the whole village helps him build his house. He uses chiefly rice for money. To save land, he is buried squatting. He keeps no dog, hen or cow. He flattens the winter snowdrifts to hasten their melting. He learned about soil improvement hundreds of years ago. He has a richly satisfying village life, goes on group trips to look at famed cherry trees or chrysanthemums, enjoys weddings, funerals, house-buildings and gets drunk twice a week on *shochu* (rice liquor).



The farmer's daughter in Japan has practically no legal rights in herself. At 13, she may be sold to factory or brothel. Those above are getting a fortunate year at a Government school to learn wifehood. Their long-bladed hoes they will hold onto for the greater part of their waking lives.



This is rice in June. The farmer in grass hat, cotton shirt, drawers and leggings is at the interminable wet work of cultivation. For all the terrible grinding labor, Japanese like no other climate and no other place than Japan.



This fishing sampan is out for tai (sea bream), best-bred of Japan's 300 varieties of fish. This is a one-sail sampan. Another's sail bulges at the right. Some 1,500,000 Japanese fishermen and 360,000 boats supply the mite of cold, cooked fish to go with rice.



Terraces turn the last possible inch of Japanese earth up to the sun. Only one seventh of Japan is cultivable. The walled-up hillside (above), too barren for rice, is set to strawberries, shown covered with cold-weather matting. The berries grow big as onions.

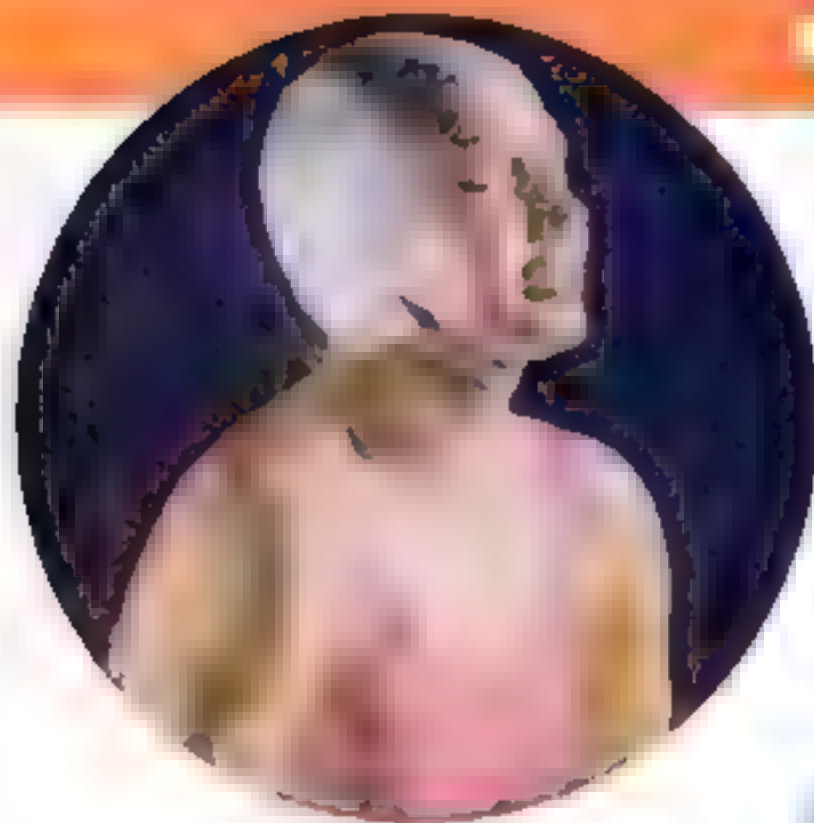
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SPRINGBOARD ACE. Jane Fautz Manske, of Chicago, says: "Naturally, I think good digestion is important. The tenseness of competition and all the changes of diet when traveling are liable to be upsetting. When I smoke Camels at mealtimes and after, I find that my digestion runs more smoothly."

The best of meals digests easier when you have an abundant flow of digestive fluids—alkaline digestive fluids. Smoking Camels encourages this flow—helps you enjoy a sense of well-being.

THREE-TIME OLYMPIC WINNER in the spectacular high dive. Dorothy Poynton Hill, of Los Angeles, appreciates Camel's mildness. "As an athlete," she says, "I prefer Camels because they don't get on my nerves. And, like so many other women," she adds, "I like Camel's delicate flavor."

WHAT SOME OF AMERICA'S AQUATIC STARS SAY ABOUT SMOKING...

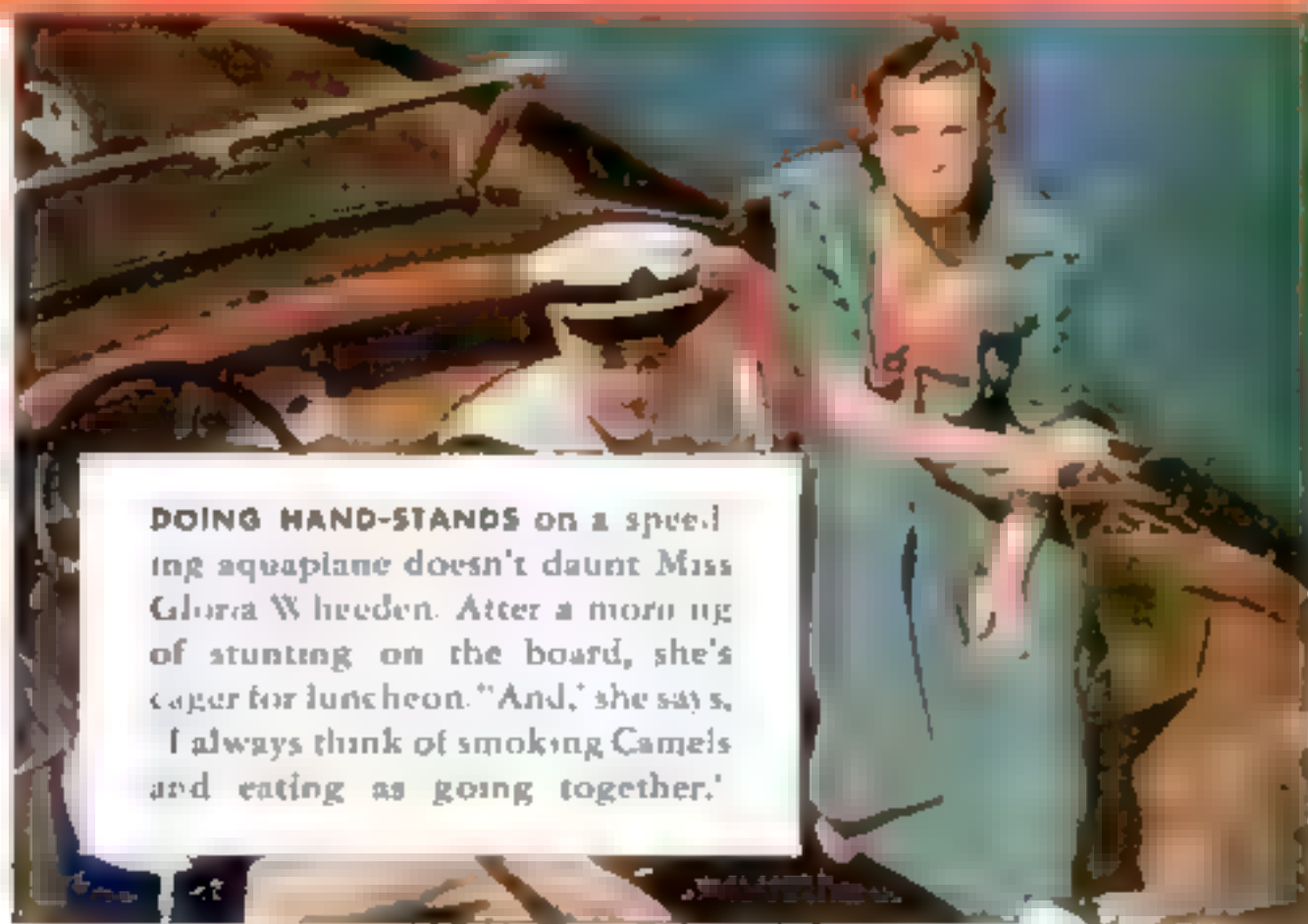


(Left) **LENORE KNIGHT WINGARD**—a champion of champions. She has broken 7 World's Records—16 Nat'l Records—in speed swimming. Lenore comments on smoking: "Camels are certainly mild. They never jangle my nerves. I think it is grand, when I'm tired after an exhausting swim, to get a 'lift' with a Camel."

(Right) **HAROLD "DUTCH" SMITH**, who holds Olympic diving championships, says: "I've found great pleasure in Camels. I long ago discovered that a Camel restores my energy after a strenuous meet. There's real flavor in Camels'."



(Left) **PETE DESJARDINS**—internationally famous diver—speaking: "Divers and swimmers like a mild cigarette that doesn't upset their nerves. That's why I prefer Camels. They're so mild I can smoke as many as I like. Camels never give me jangled nerves—they're made from finer, more expensive tobaccos. Yes, 'I'd walk a mile for a Camel!'"



DOING HAND-STANDS on a speeding aquaplane doesn't daunt Miss Gloria Wheeler. After a morning of stunting on the board, she's eager for luncheon. "And," she says, "I always think of smoking Camels and eating as going together."

MILLIONS ARGUE FOR COSTLIER TOBACCO!

Camels are made from finer, **MORE EXPENSIVE TOBACCOS**... Turkish and Domestic... than any other popular brand



Camel cigarettes are made with the finest tobacco.

FOR DIGESTION'S SAKE — SMOKE CAMELS

AN OLD SOUTHERN CUSTOM GOES NORTH

TIME was when the mint julep was strictly a symbol of the South—a green-and-silver emblem of Dixie's friendly leisure.

But today the mint julep is fast becoming as famous above the Mason-Dixon line as it is below it. It is becoming established in the affections of all America as the most glamorous, most glorious of summer drinks.

And if you will believe the letters that come to us, one of the foremost reasons for the spreading popularity of the julep is our own Four Roses Whiskey. For, according to julep connoisseurs, it makes the perfect julep—the kind you dream about!

Nor should this be surprising. For it takes a mighty fine whiskey to do justice to a julep—and Four Roses, as we shall explain, was born to fulfill just such a noble destiny!

You see, while Four Roses is *all* whiskey, it is not just *one* fine straight whiskey. It is a magnificent combination of *several* straight whiskeys, each selected for some special quality. Blended together the way we know how, these whiskeys unite in one superb liquor every virtue the perfect mint julep demands!

Probably you've already savored Four Roses in a julep. If you haven't—well, the weather's warm, a julep's cool, and you can find Four Roses almost everywhere!



THE ORIGINAL KENTUCKY MINT JULEP

Put a dozen sprigs of mint in bowl, cover with powdered sugar and enough water to dissolve sugar. Crush mint gently. Put half of mint and liquid in bottom of tall glass, to glass half full of shaved ice, add remaining mint and liquid, fill glass to top with shaved ice. Pour in Four Roses Whiskey until glass is full. Place in ice box for at least an hour. Garnish with mint—and serve.



Four Roses

A blend of straight whiskeys 90 proof

We believe Four Roses is America's finest whiskey

Frankfort Distilleries, Incorporated, Louisville and Baltimore, also make Paul Jones, Old Oscar Pepper Brand, Mattingly & Moore—all blends of straight whiskeys (90 proof).



NORTHERN
LIMITED

The World's Most Conventional People



Japanese peasant girls in one of the Government girls' schools must learn how to arrange flowers, as well as cook, sew and tend animals. This is a most important part of making life attractive for the menfolk they are expected to marry. These girls are learn-

ing the *nageire* (natural) as opposed to the *rikkyo* and *ten-chi-jin* (formal) styles. The art is semireligious. The tall iris stems symbolize God, medium flowers Man and low plants Earth. Each girl is trained to think the right thought as she touches the plant symbol.



Factory girls, recruited from farms, are given dormitory life and 23¢ a day for three years in preparation for marriage back home. These are at the Kanegafuchi textile mill.



Old Aristocrat Ito, who claims in the characters on the top of his straw hat to be 110 years old, now proposes to climb Japan's famed Mount Fuji with a retired vice-admiral.



Goldfish are sold at street corners for 18¢ a dozen in all Japanese cities. Nearly every Japanese owns a bowlful which he can watch by the hour. They are native to China.

CONTINUED ON NEXT PAGE



"Tea is served"

This chambermaid, wearing conventional figured kimono and obi (sash), is bringing tea at once to a guest who has just arrived at her hotel. At the sliding door she bows before entering. Her tea tray, by an error, holds

rice bowls instead of teacups. The slippers, belonging to the hotel, are compulsory wear for the guest. The room inside has straw matting on the floor, an azalea bouquet in the corner and sliding walls of paper.

The World's Most Conventional People

The pictures on these two pages show the behind-the-scenes life of Japanese who are reasonably well off. Of real rich, making more than \$30,000 a year, there are in all Japan only 1,500 families. But the hotel shown here is patronized by businessmen making as little as \$800 a year. The family eating their lunch directly below live on about \$400 a year, which is well above the 64¢-a-day income of the average factory employee, whose income in turn is enormously above that of the average worker. But the Japanese, like the cockroach, is superbly adapted to getting along on almost nothing. He lives on rice and fish and pickles and has been growing taller, though thinner, on this diet deficient in sugar, fats and animal albumin. He can sleep comfortably without bedsprings, on the floor. He builds his house of paper and bamboo. But, most important of all in a land where the people are crowded so closely together, he likes the company of his fellow men.



This oldster sleeps on a floor mattress. His pillow is meant to hold up a woman's complicated hairdress. The flower and panel decorations (left background) are changed weekly.



The head of this house is a factory foreman. Notice kettle on hot ashes, Singer sewing machine, dinner of polished rice and fish. On rear shelves are cold creams, talcum powder.



Brushing their teeth together in the hall is common practice for hotel guests. The chambermaid brings up breakfast. The unfinished wall is a strange Japanese convention for a wall.



The departing guest collects his street shoes in the lobby as three chambermaids and the hotel clerk bow. Because he has added to his bill a liberal amount (20 to 50%)

for "tea money" (tip), the hotel has placed on the mill a tray full of gifts. (For stingy guests, a few post cards suffice). Notice the modern safe (centre background),

the telephone (left background) and (right) the Japanese decorative habit of using natural forms, in this case a real tree trunk, to round out the construction of a room.

The World's Most Conventional People CONTINUED



In the shadow of rhubarb, which grows six feet high in the bogs of Akita, these two little girls make cool dainty work of the July harvest. Akita rhubarb is more delicate than most Japanese rhubarb and is compared by Japanese to bamboo shoots. It is usually

boiled with sugar but sometimes pickled in salt or brine. This rhubarb is growing in a swamp called Nagaki-gasawa near the old feudal town of Akita in the north. It was considered well worth mentioning in the ancient *Cryptomeria of Akita*, a Japanese nature classic.



An old Japanese is wise Miss Tanabashi, 96, the oldest active schoolteacher in Japan. She teaches the 3,000 simple characters which most Japanese read in their daily papers.



A young Japanese of the upper class is this bobbed-haired girl. Barely 5% of Japan's population have sufficient means to be able to learn and affect such Western ways.



Geisha girls are for the rich. To Japanese men, the most provocative part of a woman is the back of her neck. This geisha is as bold as a U.S. girl showing her full blouse.

More than just a delicious drink

"IT'S GINGERVATING"



IT PICKS YOU UP

AIDS DIGESTION

SUPPLIES QUICK ENERGY

SOOTHES AND REFRESHES INWARDLY

In other words **"IT'S GINGERVATING"**

The only ginger ale in the world made by the famous Dr. Lloyd "Liquid Ginger" Process. The only process that captures all the elusive flavor, the delicate aroma, the wholesome stimulating qualities of pure, natural ginger. (The patented Lloyd Process is owned by Canada Dry and cannot be used by anyone else.)

Enjoy Canada Dry any time of day. It's one of the world's great flavor masterpieces—neither too sweet nor too dry. Give the children all they want...it's good for them!

CANADA DRY

"The Champagne of Ginger Ales"

NEW LOW PRICES EVERYWHERE—now Canada Dry is more economical than ever...prices are the lowest in history.

1,000A

STOP FOR MOBILG

REASON?

**AMERICA'S LARGEST-SELLING GAS & OIL
MAKE ALL CARS RUN BETTER**

TAKE YOUR WATCH OUT of your pocket. Watch the second hand go round. 40-50-60 seconds. In that brief minute, 1,000 motorists have had their cars filled with America's favorite... Mobilgas!

This goes on all day long. Month in, month out. Here's what it means to you:
It tells you the best gasoline to buy for



YOUR CAR NEEDS the Best Oil for summer. Stop today and fill up with clean, long-lasting Mobiloil... the world-famous running-mate to Mobilgas!

your car...and proves that it's best!

Those thousand cars include hard-working trucks—traffic-bucking taxis—sleek, modern motors. Their owners test Mobilgas for every performance feature you want in your gas!

SPLIT-SECOND STARTS—You're off at the drop of a hat!

EFFORTLESS POWER—Mobilgas levels hills, shortens highways!

MONEY-MAKING MILEAGE—The pennies you save with Mobilgas are pennies earned! And they pile up fast.

You'll find these advantages in every gallon of Mobilgas you buy...the first tankful—the fiftieth! They've won millions of motorists...have made Mobilgas America's largest-selling gasoline!

Power your motor with Mobilgas. Protect it with Mobiloil...the world's largest-selling oil. Then watch the miles flash by!

SOLD AT THE SIGN OF
"FRIENDLY SERVICE"



MOBILGAS AND MOB

MINUTE

AS AND MOBIL OIL!



MOBIL OIL SOCONY-VACUUM
OIL COMPANY, INC.



THERE'S NOT AN OUNCE OF RECLAIMED RUBBER
IN THE GENERAL TIRE... *A Real Reason* TO

CHANGE-OVER NOW

Only the best, fresh, plantation-grown rubber is used in the manufacture of the General Tire. And there's a big difference between fresh, resilient rubber and re-claimed rubber made from tires that have run out their span of life. Using only the best is the reason General keeps its position as America's Top Quality tire, year after year.

The General Dual 10 is the finest tire in quality and safety that we know how to build yet it costs less than a cent a day more to buy it. If you are buying a new car, the General Tire dealer has a change-over plan that allows full value for the regular tires that come on your car in exchange for Generals. The balance can be spread over easy payments to suit your convenience.

The change-over plan also makes full allowance for all the unused tire mileage on your present car with equally convenient arrangements for paying the balance. See the General Tire dealer and find out how little it costs to be safe instead of sorry for ever after.

The General Tire & Rubber Co., Akron, Ohio
In Canada: The General Tire and Rubber Company
of Canada, Limited, Toronto, Ontario

FREE BOOKLET, "Instructions to Prevent Skidding,"
fully illustrated, will be sent on request.

● When you apply the brakes flexible ribbons of rubber wrinkle into squeegee-like action — provide positive traction on any road, wet or dry. Stops without side swerve or tail spin.



THE GENERAL *Dual* 10

© 1937, The General Tire & Rubber Co., Akron, O.



ALFRED M. LANDON BUILDS A WHITE HOUSE IN KANSAS

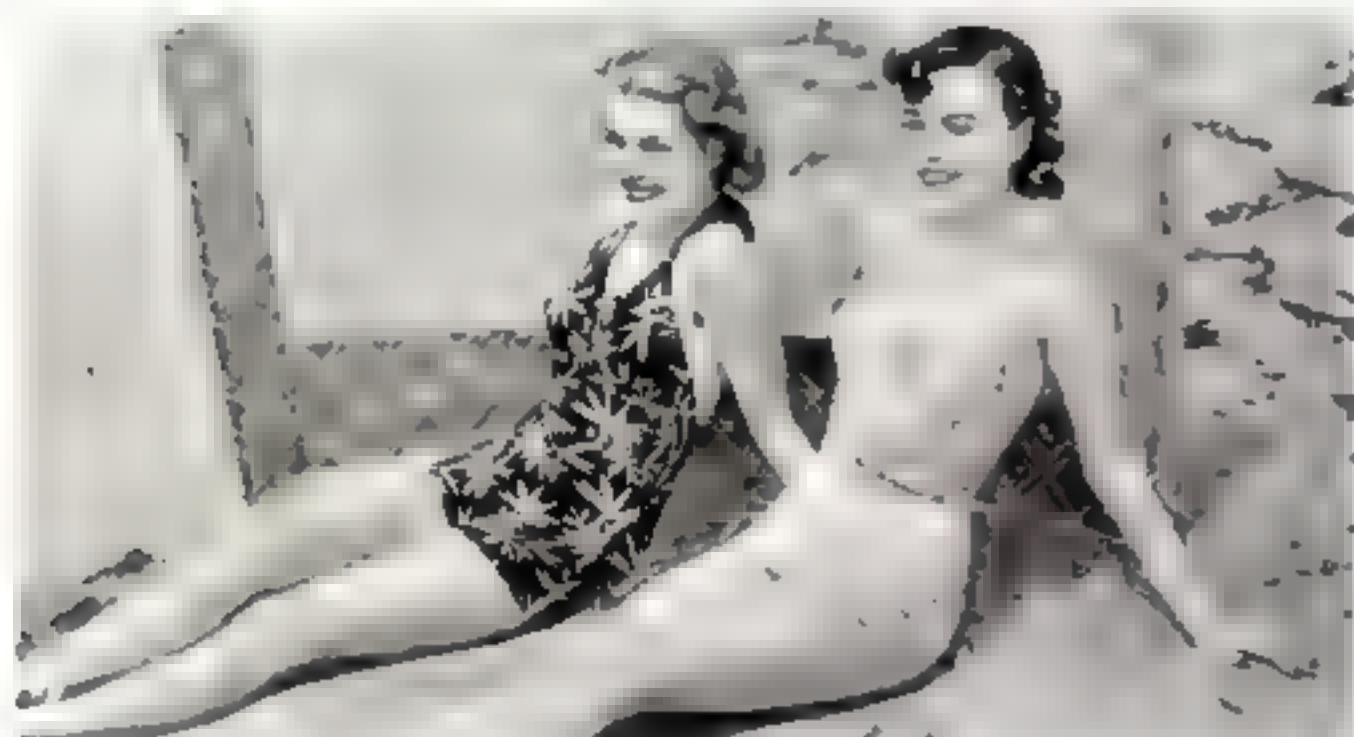
Last autumn Alfred M. Landon got 16,600,000 votes for the Presidency of the U. S. Franklin D. Roosevelt got 27,700,000 and stayed in the White House. Since then, however, Republican Landon has been building a white house of his own in a new residential development outside Topeka, Kan. Situated on what used to be the Prospect Hill Golf Course, it is destined to be a Kansas show place. There are twelve rooms and four baths fronted by the

row of fluted columns which Mr. Landon is admiring (above). The house will be finished in September. Then Mr. Landon will give up the old-fashioned home in Independence (left) and become the Squire of Prospect Hill. The handsome portico will be fine for serving 3.2 Kansas beer to visiting political bigwigs and to associates in the oil-drilling business. Should fortune smile, it might even be a fine front porch from which to conduct another Presidential campaign.

CONTINUED ON NEXT PAGE



1 Mischa Auer and Alan Mowbray look plenty worried in a scene from "Walter Wanger's Vogues of 1938", starring Warner Baxter and Joan Bennett and featuring...



...Noreen Carr and Ruth Martin, two of the most photographed girls in the world. Among the stunning new "vogues" are many made...



...of cotton. For cotton and woolen textile concerns Sinclair has reduced from 50 to 10 the number of lubricants necessary for efficient lubrication. You...



4 ...also benefit by Sinclair research in lubrication when you have your car lubricated by a Sinclair dealer.

LONDON BUILDS A WHITE HOUSE CONTINUED



Alf Landon's new white house in Topeka is built of brick in the style of a Southern plantation house. It was planned to cost \$30,000 and will run into much more money, but shrewd Alf Landon, the budget balancer, will not be out of pocket the entire amount. Landon owns 190 acres. All but 25 of these he plans to subdivide and sell for house lots. Below, he looks over a blueprint with Jack Eck, his construction boss.



MONROE ADDING-CALCULATOR

Fastest Producer of Business Figures



MONROE
ADDING-CALCULATOR
MODEL MA 7

Monroe basic simplicity plus
new automatic features

Series 3, Short-Cut Dials
Electric Dials Clearance

Electric Shift

"Velvet Touch" Bars and Keys
Automatic Division

and
Unbelievably Quiet

Within the first hour an operator uses this new Monroe, she forgets the machine and concentrates on figures. Its operation is subconscious.

How timely an appearance—the fastest producer of useful, accurate answers just when business is needing more and more figures.

Words can't do justice to the speed, the quiet, the easy rhythmic operation of this new Monroe. You should see one at work on your own figures. Just telephone the nearest Monroe branch. Why not do it today? It entails no obligation.

MONROE CALCULATING MACHINE COMPANY, INC. • GENERAL OFFICES: ORANGE, N. J.

Only
KELVINATOR
OIL BURNERS
 have the
Intensifire



CUTS OIL BILLS—
Gives You All the Heat that's in the Oil

The INTENSIFIRE is an exclusive Kelvinator development that cuts the cost of automatic heating with oil. It gives you more heat from every drop of oil, because this new principle in oil burner construction assures a scientifically correct mixture of air and fuel. The result is a concentrated, hotter flame, burning all the fuel in the combustion chamber. Oil frequently wasted by other burners in the form of smoke or soot deposits inside the furnace, is converted into usable heat by the action of the INTENSIFIRE.

See the INTENSIFIRE today. See how Kelvinator engineering, with its background of 23 years of temperature-control experience, has brought new economy and efficiency to automatic oil heating. Learn how easily you can buy on convenient Redisco budget terms. Get in touch with your local Kelvinator Automatic Heating Dealer or mail the coupon for complete information.

KELVINATOR OIL BURNERS

CUT THE COST OF BETTER HEATING



If your present heating plant is inadequate or worn out, replace it with a smart, efficient new Kelvinator Oil-Fired Boiler. If you are planning to build, be sure to get the facts on complete Kelvin Home equipment for year-round comfort.

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 14250 Plymouth Road • Detroit, Michigan

Please send me complete information
 regarding Kelvinator Oil Burners,
 without obligation on my part.

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Address _____

City _____ State _____ L-8-30

MOVIES

Robeson plays Rider Haggard's King Umbopa



The noble savage above is the great Negro Singer Paul Robeson in the Gaumont British film *King Solomon's Mines*. As gigantic Umbopa, African jungle carrier, he leads a group of Britons to the lost treasures of Solomon's gold mines. Incidentally, he recovers his own throne and saves his friends from an erupting volcano in a picture alive with the adventure, romance and magnificent hokum of Rider Haggard.

WAKE UP HIDDEN FLAVOR

with this utterly different salt that brings out the true food flavor

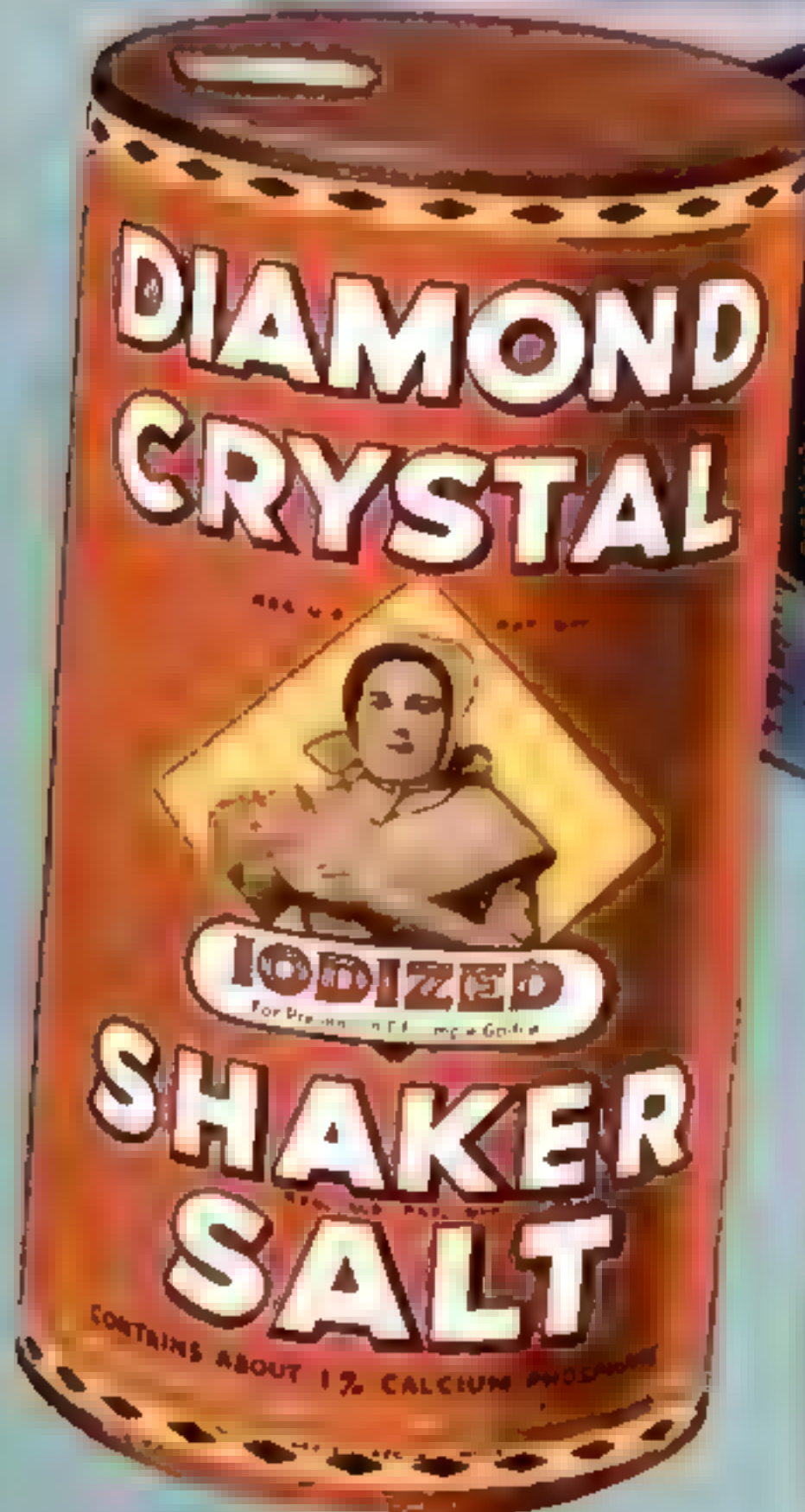


SEASONED WITH ORDINARY SALT—YOU GET ONLY PART OF THE FLAVOR OF FOODS



FLOWS FREELY ALWAYS

SEASONED WITH DIAMOND CRYSTAL SHAKER SALT, YOU GET FULL, DELICIOUS FLAVOR



PLAIN OR IODIZED

WOMEN! READ WHY LEADING FOOD AUTHORITIES ADVISE DIAMOND CRYSTAL

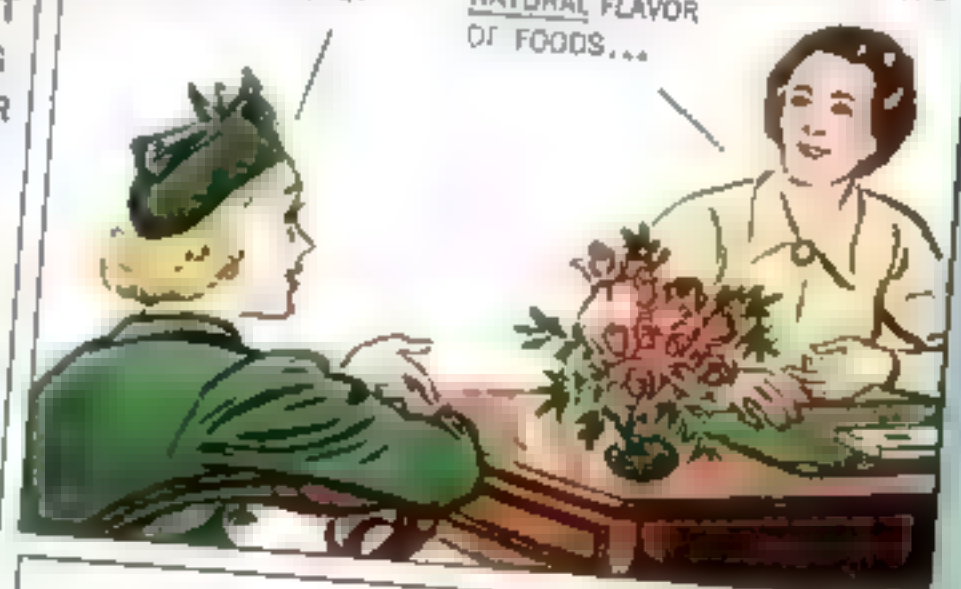


IT'S PERFECTLY AMAZING HOW FEW WOMEN KNOW WHAT A DIFFERENCE THE RIGHT SALT CAN MAKE IN BRINGING OUT THE FLAVOR OF FOODS...

Mrs. D. D. Dull
of Atlanta, Ga., nationally known food authority, author of the famous book "Southern Cooking"

YOU SAY THE KIND OF SALT I USE CAN MAKE FOOD TASTE BETTER MRS. DULL? GOODNESS, NEVER KNEW THAT BEFORE!

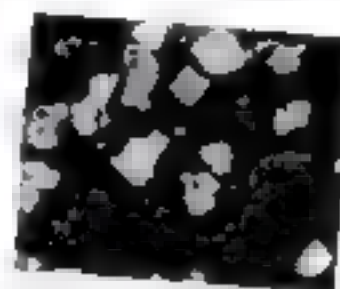
YES THAT'S WHY I ADVISE WOMEN TO USE DIAMOND CRYSTAL SHAKER SALT YOU SEE, IT BRINGS OUT THE NATURAL FLAVOR OF FOODS...



WHY DIAMOND CRYSTAL SHAKER SALT MAKES FOOD TASTE BETTER



Ordinary Salt



Diamond Crystal Salt

Ordinary table salt comes in small, hard cubes which melt slowly, season unevenly. Diamond Crystal Shaker Salt is made by an exclusive process in far finer, flakier grains that dissolve much faster, really blend into foods... season evenly and thoroughly. Thus Diamond Crystal brings out the full, NATURAL flavor of foods.

MRS. DULL CERTAINLY IS RIGHT EVERYTHING ON MY TABLE HAS SO MUCH MORE FLAVOR SINCE I'VE BEEN USING DIAMOND CRYSTAL SALT!



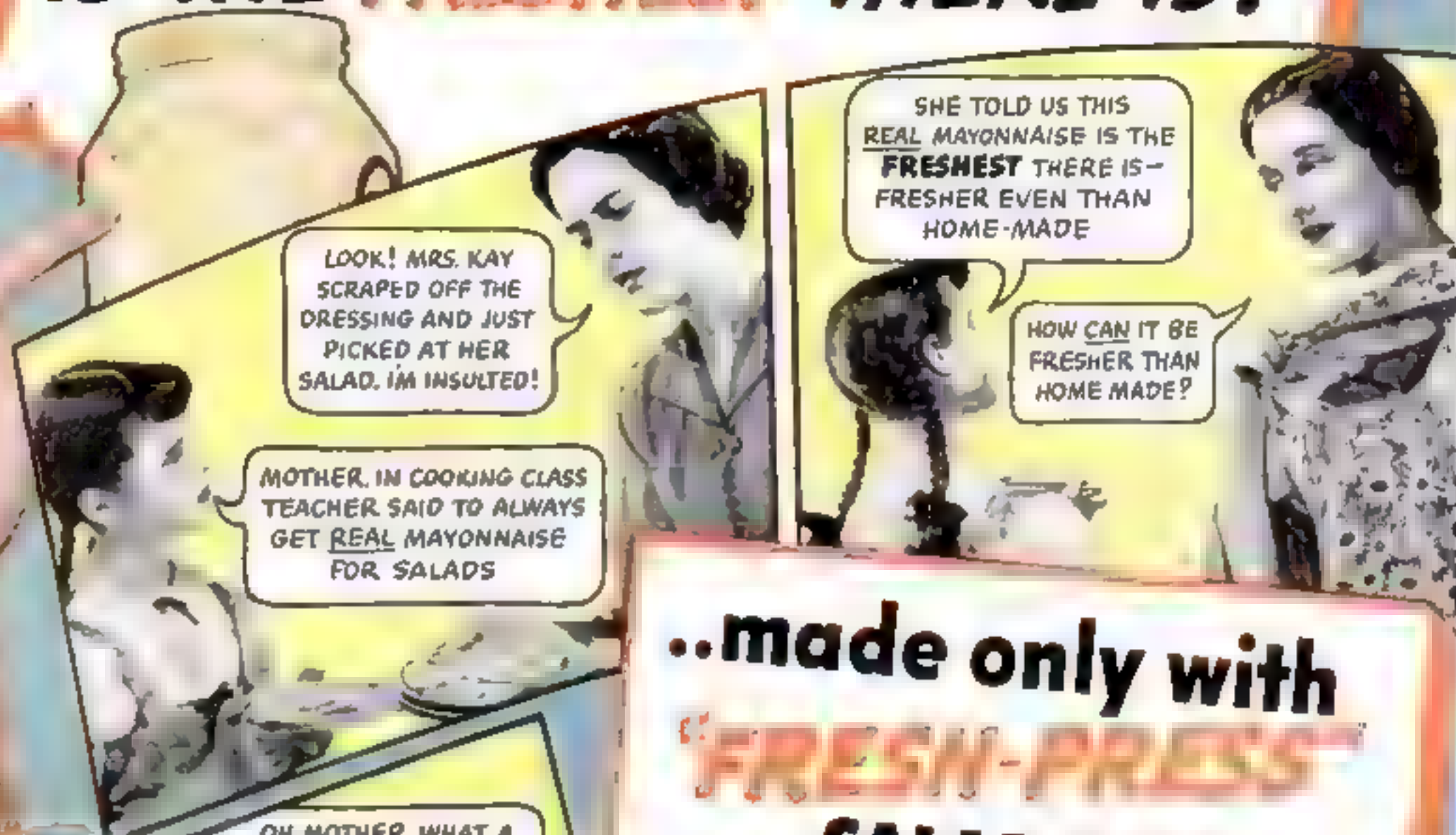
TRY THE APPLE TEST



Prove to yourself that there is a difference in salt! Peel and quarter an apple, dip one quarter in some Diamond Crystal Shaker Salt. Taste it. Then dip another quarter into any other salt and taste it. You'll discover that seasoning with Diamond Crystal Shaker Salt is smoother, even— it melts into food and brings out all the full natural flavor.



**I LEARNED IN SCHOOL THAT
THIS REAL MAYONNAISE
IS THE FRESHEST THERE IS!**



**LET ME TELL
YOU LADIES!**

Mayonnaise can be no fresher than the salad oil used in making it. And only Real Mayonnaise—Best Foods in the West, Hellmann's in the East—is made with "FRESH-PRESS" Salad Oil. We prepare it fresh daily for each day's mayonnaise. Then we mix it with freshly broken whole eggs, our own special blend of vinegars, and choicest spices. Nothing else. No starchy fillers.

OH MOTHER, WHAT A LOVELY PARTY AND LOVELY REFRESHMENTS! DID YOU SEE MRS KAY EAT UP HER SALAD?

YES, EVERYONE LIKES MY SALADS NOW THAT I'M USING REAL MAYONNAISE MADE WITH "FRESH-PRESS" SALAD OIL! ORDINARY DRESSINGS JUST CAN'T EQUAL ITS RICH, FRESH FLAVOR.

**..made only with
"FRESH-PRESS"
SALAD OIL!**



BEST FOODS
in the West



HELLMANN'S
in the East

HOW TO GIVE DAINTY SALADS REALLY FINE FLAVOR

Fresh fruits and frozen salads are a test for mayonnaise flavor. Be sure that yours is rich and *really fresh*. Only Real Mayonnaise—Best Foods and Hellmann's—is made with "FRESH-PRESS" Salad Oil. And you know it is *all* mayonnaise—contains no starchy fillers. To get it, ask for *Best Foods* if you live in the West . . . for *Hellmann's* if you live in the East. Both are made fresh each day . . . sealed in crystal jars and rushed to your grocer fresh from our kitchens.



**BEST FOODS
HELLMANN'S
REAL MAYONNAISE**

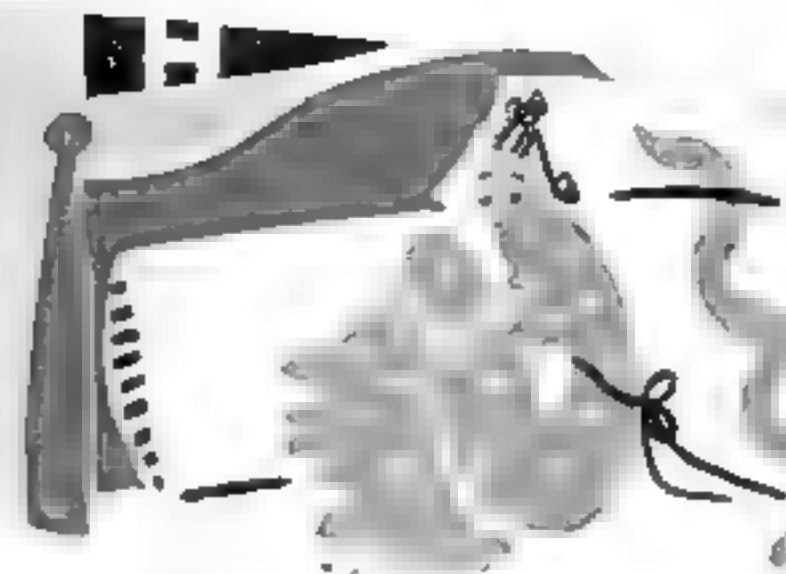


U. S. GOVT BULLS. HOLSTEIN-FRIESIAN (ABOVE) AND JERSEY (BELOW)



U. S. BULLS SIRE ARGENTINE CALF

Last year the Argentine Bureau of Animal Industry asked the U. S. Department of Agriculture to co-operate with it in an international experiment to improve the Argentine cattle breed. Instead of risking its prize bulls (above) on a 6,000-mile trip to South America, the U. S. Experimental Station at Beltsville, Md. on Sept. 19, 1936, placed semen from the bulls in four glass tubes, chilled it, specially packed it and flew it by Eastern Air and Pan American to Buenos Aires. On Sept. 26, seven Aberdeen-Angus cows were artificially inseminated on La Merced ranch. The calf (below) was the first successful result of this international experiment in cattle breeding. It was, appropriately enough, born last July 4.



*This is the story of Lucy White
A co-ed who shivered and chattered all night
Until she got wiser
Wore Sleepers by Kayser —
Thus charmingly solving her plight.*

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or under wear. It's easy — it's fun! And you'll win 6 pairs of Mir-O-Kleer® Hosiery for each limerick we accept. Mail to Kayser, Dept. L, 500 Fifth Avenue, New York City

KAYSERETTE® SLEEPERS
Warm as toast and pretty as
a picture with their fluffy, an
gora-edged ruffles. Regular
sizes, both pajamas and gowns:
\$2.00; bedjacket, \$1.50
Shades: peach, blue and melon.
"BE WISER • • • BUY KAYSER"

KAYSER

® TRADE MARK, U. S. PAT. NO. 1,900,000 (TRADE MARK, DOPD. 1937, JULIUS KAYSER & CO.)

MAGNAR



MOVIE OF THE WEEK: *Dead End*

Author Sidney Kingsley had a stroke of genius when he chose the setting for his play *Dead End*. He laid it at the foot of a dead-end street on New York's East River where, by a whim of fashion, the city's swankiest apartments adjoin a slum. *Dead End* an absorbing story of the slums, ran for 85 weeks on Broadway and was sold to Samuel Goldwyn for \$165,000. In making the screen version Mr. Goldwyn has just-



tified all the praise which has recently been heaped on him. The movie has all the punch of the play, plus a realism and intimacy which only the screen can give.

Art Director Richard Day has likewise outdone himself in creating a movie set (above) as striking, on a larger scale, as the Norman Bel Geddes set of the play. It is not a replica of any real street but it resembles (and exaggerates) the foot of East

53rd Street. In the foreground is the dirty East River, where the *Dead End* kids swim, and a tug at dock. Leaning over the rail on the street is Malligan, the disgusted cop who wishes he had learned a trade. A slum dweller rolls out his ash can, a milkman makes his rounds and a Negro flunky shines the doorplate on "River Terrace," counterpart of the real River House. In the distance, on a backdrop, towers Radio City

CONTINUED ON NEXT PAGE



The "Dead End" Gang: in the top row (left to right) are "Tommy" (Billy Halop), "Spit" (Leo Gorcey), "T.B." (Gabriel Dell) and "Milty" (Bernard Punsley); below are

"Angel" (Bobby Jordan) and "Dippy" (Hunts Hall). Three of the kids, Dell, Jordan and Hall, are actual products of the New York slums. Billy Halop, who has the leading

role, is a lawyer's son and used to be a radio actor. Punsley's father is a clothing salesman. Leo Gorcey is the son of Bernard Gorcey, the original Abie of *Abie's Irish Rose*.

Six ragamuffins are the stars of "Dead End"

The serious social purpose of *Dead End* is to show the ways in which children of the slums are started on criminal careers (see pictures below). Its central characters are the same six boys who acted in the play on Broadway. During their first rehearsal in Hollywood, Joel McCrea, the male lead in the movie, leaned over to Sylvia Sydney, the female lead, and said: "Do you realize these kids are going to steal the picture?" "Yes," replied Miss Sydney. She was right. They do.

The *Dead End* kids were something new to Hollywood. They had no hesitation in comparing their fellow actors disparagingly to the actors in the play. They objected bitterly to the expurgation of the lines they spoke on the stage. In making a scene where they pitch pennies into a sidewalk crack they spoiled each take until the crack was filled with pennies, then dived for the crack. "Spit" figured out another way to increase his income by sneaking off to rival lots where he worked as an extra at \$7.50 a day. In their free time the boys endangered Hollywood with automobiles. "Spit" got four tickets in 18 days while "Dippy" and "T.B." smashed their Model T Ford into a telephone pole.



The Gang roughs up a rich boy who lives in the swank apartment house. Before they are finished, the boy's watch has disappeared.



Tommy is caught by the boy's father. Heeding advice of a gangster (Humphrey Bogart), Tommy pulls a knife, gouges the man.



Tommy hides out with the help of his sister (Sylvia Sydney) who is eager to get him out of the slum before he turns criminal.



Tommy gives himself up. His sister, enriched by Joel McCrea's reward for killing the gangster, hopes to save him from reform school.

"IN AVERAGE CITY, U.S.A.,

YOU'LL BREEZE RIGHT OVER CROSS-TOWN TRAFFIC BY 1960,"

predicts Norman Bel Geddes

"It is entirely practical to segregate several speeds of traffic each to its own roadway, free from interference," says Mr. Geddes, authority on future trends.

"By 1960, express traffic will speed along at 50 miles an hour over Express Streets, reached by ramps every ten blocks. No stop lights . . . no intersections to delay you.

"Local traffic will travel on one-way Local Streets made wider by the elevation of sidewalks. Parking and truck loading will be inside buildings.

"Pedestrians will have elevated sidewalks . . . shopping at the second-story level, crossing streets on bridges . . ."



Today 4 miles in 5 are stop and go—the most annoying, the most costly type of driving there is. Nation-wide, the average motorist stops 30 times daily! Each stop wastes enough gasoline to drive up to 5 city blocks!



"Motor-digestible" is the term automotive engineers use in describing Super-Shell, so quickly, so completely is the high energy content of this "balanced" fuel converted into power. Its regular use will save on your daily stop and go. A Shell dealer is near you.



"Saves Us Mo

Oldsmobile's Low Purchase Price, Low Gas and Oil Consumption, Low Upkeep Cost, Mean Record-Breaking All-Round Economy!

OLDSMOBILE owners know the true meaning of all-round motor car economy. They enjoy, of course, the primary savings that result from low purchase price and low operating cost. But these are only the beginning of the real economy of Oldsmobile ownership—only two of the ways in which Oldsmobile saves money every mile. Oldsmobile's quality engineering, materials and workmanship mean additional savings in low-cost maintenance and freedom from repairs. For example: the triple sealing of Oldsmobile's Super-Hydraulic Brakes contributes to longer brake lining life. Knee-Action Wheels absorb shocks that tend, in conventional cars, to take their toll in wear and tear.

The seamless Turret Tops of Oldsmobile's All-Steel Bodies need no reconditioning. Big, low-pressure tires give greater mileage. And so on, through Oldsmobile's long list of fine-car features. Oldsmobile throughout is quality-built for real economy—and that economy is reflected once again in high resale value at the end of long and trouble-free car life. Take a trial drive in a pace-setting, Style-Leader Oldsmobile... find out how "the car that has everything" saves you money on everything!

Compare Oldsmobile's low delivered prices with those of other cars! You will find that Oldsmobile is priced but a little above the lowest. Monthly payments can be arranged to suit your purse under the convenient General Motors Instalment Plan.



110 H.P. EIGHT



"THE CARS
THAT HAVE
EVERYTHING"



ney on Everything!"

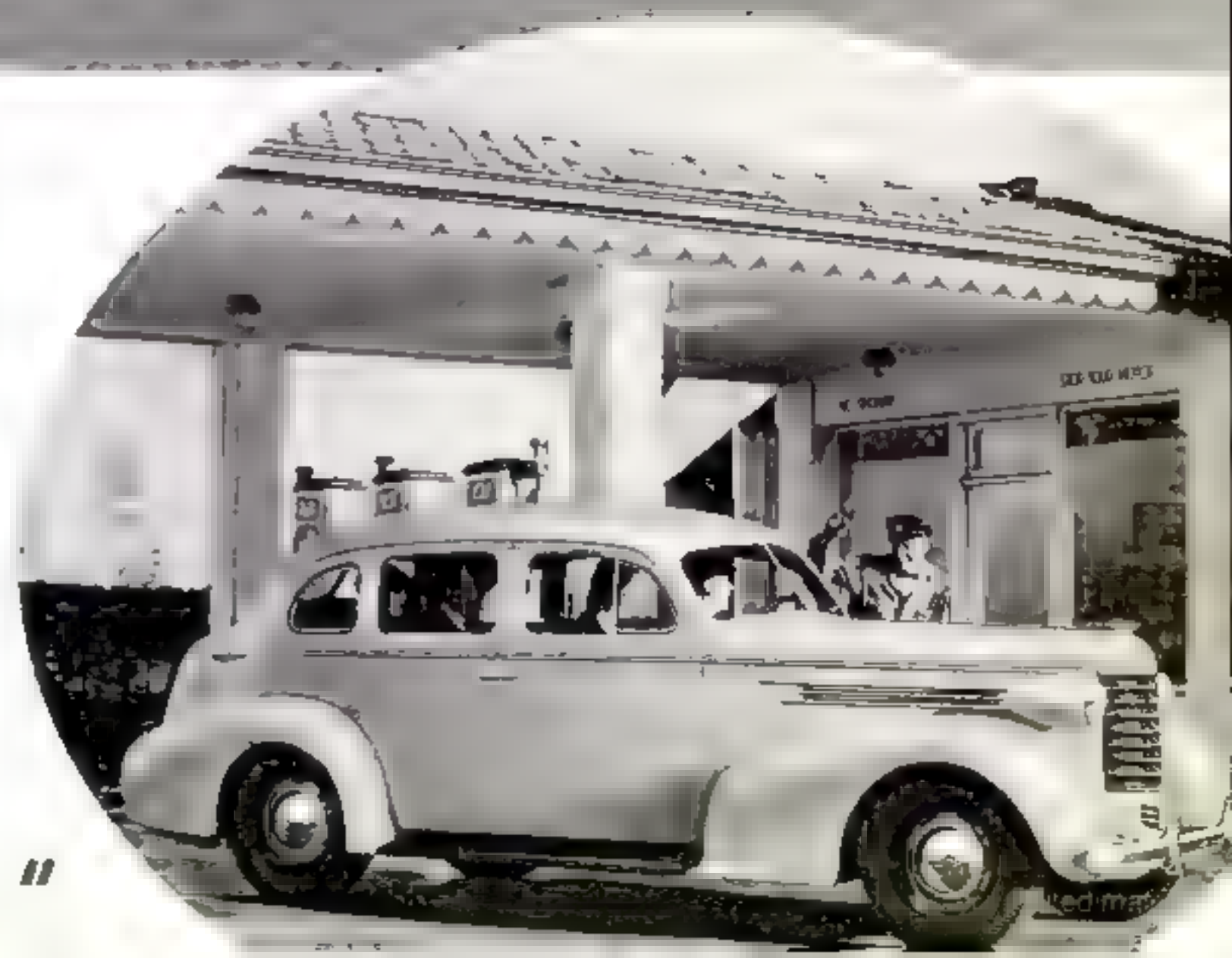


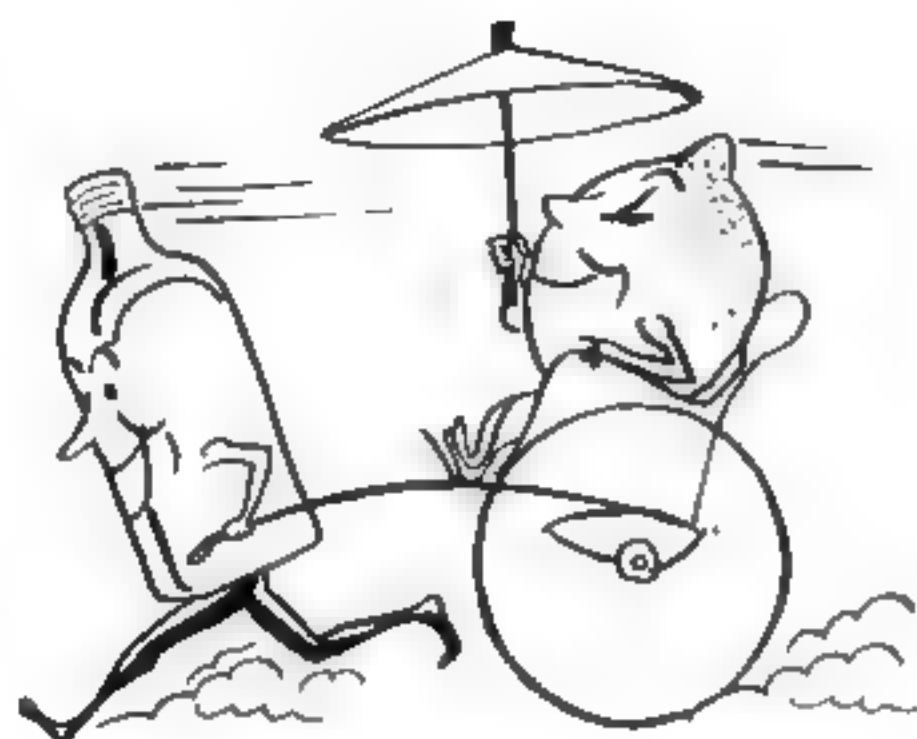
95 H.P. SIX

95-horsepower SIX with 117-inch wheelbase . . . 110-horsepower EIGHT with 124-inch wheelbase . . . Unisteel Turret Top Bodies by Fisher Knee-Action Wheels . . . Triple Sealed Super-Hydraulic Brakes Center-Control Steering . . . Dual Ride Stabilizers . . . Unobstructed Floors . . . Safety Glass Standard Throughout . . . Stabilized Front End . . . Scientific Sound Proofing . . . And Many Other Fine-Car Features.

Oldsmobile

"It's Better Economy To Buy Quality!"





Does it *mix*?

It is a **mixing** gin, we think, when you neither **smell** nor **taste** it in the finished drink

IN A PERFECT GIN RICKEY, the gin upholds the delicate flavor of lime with smooth and tireless power—never jolts it—never runs away with it. Unless gin shows this polished smoothness, it is not a mixer.

Mixed drinks are an American idea. To meet the American taste for smooth mixed drinks, Fleischmann's Gin is distilled especially for mixing—from American grain.

Fleischmann's is the original American gin, established 1870. Our secret formula makes it the real American Mixer. Buy a bottle. And for a perfect gin rickey: "Make it with Fleischmann's." The Fleischmann Distilling Corporation, Peekskill, N. Y.

THE REAL
AMERICAN
MIXER
90 PROOF
4/5 Quart



Also Fleischmann's Blue Gin, 66 Proof
Copy, 1967, by The Fleischmann Distilling Corporation

SPORT

BRITISH CHAMP DIVES IN SAND PIT



His own back yard at Sanderstead, Surrey, is where J. Briscoe Ray, British Empire diving champion, does his practising. From a springboard he goes through his various figures, landing safe and sound in a sand pit. Above, you see him doing a simple somersault without benefit of the crash helmet he wears for difficult feats.

SUCCESS PROVES DE SOTO THE SMARTEST BUY



Figures tell the Story
Better than Words...

De Soto's the Car
for Anybody's Money

WE KNOW DE SOTO GIVES YOU *more for your money* ...in smartness, riding comfort, roominess, luxury and all year-round performance

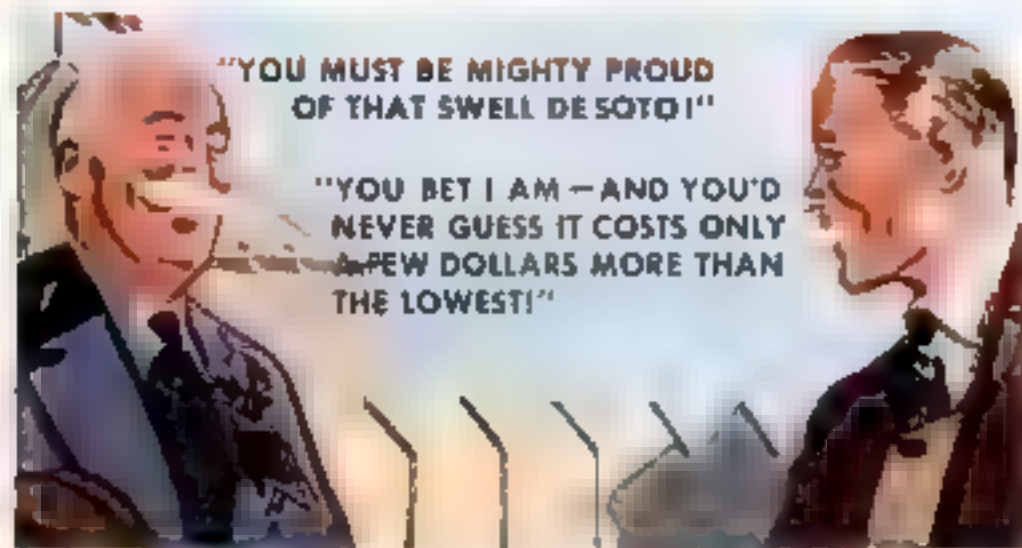
But it is De Soto's **SUCCESS** in making new friends...the enthusiastic satisfaction of tens of thousands of new owners during millions of miles of driving...which *proves* the new De Soto to be the smartest buy.

Here are typical comments from owners: "My big De Soto is more economical to run than my

former small cars"... "I drive thousands of miles every month; De Soto's riding comfort and roominess are worth a lot to me"... "De Soto engineering has me sold 100%."

ADD THIS FACT: De Soto now costs only a few dollars more than the very lowest-priced cars. Find out how easily *you* can own a De Soto.

Get all the facts and figures on De Soto's *extra value* from your De Soto dealer today. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.



"YOU MUST BE MIGHTY PROUD OF THAT SWELL DE SOTO!"

"YOU BET I AM - AND YOU'D NEVER GUESS IT COSTS ONLY A FEW DOLLARS MORE THAN THE LOWEST!"

"HEARD ABOUT DE SOTO? IT'S NOW PRICED JUST ABOVE THE LOWEST!"

HIGH LIGHT FEATURES: 1. New 93-h.p. "Economy Engine" 2. New ride...with 14 "Float" Body Mountings and "Airplane-type" Shock-absorbers 3. First complete Sound Proofing. 4. Safety-Steel Body, one-piece steel top. 5. Genuine Hydraulic Brakes. Ask for Official Commercial Credit Company Finance Plan

TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia network, Thursdays, 9 to 10 p.m., E.D.S.T.

DE SOTO
*America's Smartest
Low-Priced Car!*

AS LIFE goes on....

As LIFE nears the end of its first year, its primary aim has become clearly articulated: through pictures, to inform.

LIFE has collateral aims — LIFE entertains, it amuses, it pleases by sheer photographic appeal. In its first year LIFE has learned much about how to be a Good Show.

But the show's not the thing. For LIFE, to be a Good Show is not enough.

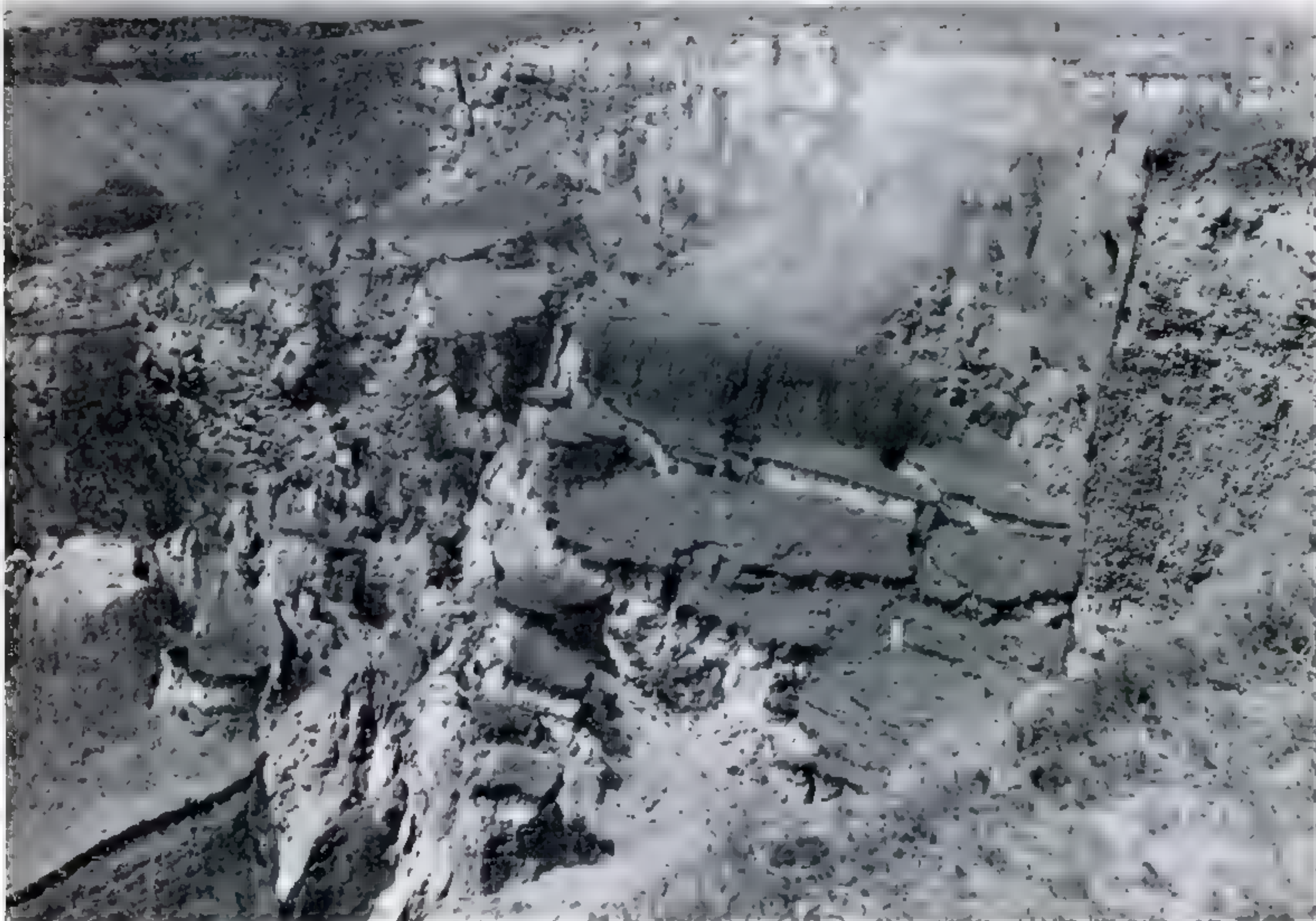
Through pictures, LIFE carries out its basic journalistic job of informing. Of War and Gardening, of Art and Dictatorship, of Strikes and Fun, of Politics and Campus Doings, of Science and People — of nearly a year's living on this globe, LIFE's readers have been informed through the nine thousand pictures and nine thousand captions they have already seen in LIFE.

As LIFE goes on — there will be new pictures, new captions. Some will be solemn, some light-hearted, some spectacular, others calm.

They will be in LIFE because they are life.



TWENTY ACRES OF IDAHO FARMLAND SINK 300 FEET TO FORM A RUMBLING, HEAVING CANYON



THIS IS THE CRATERLIKE CANYON ON THE ROBERTSON FARM. A CLOUD OF DUST RISES AS ANOTHER CHUNK OF LAND CAVES IN



A fissure begins like this on the Robertson farm. It is only 6 in. wide but deep enough to emit rumblings clearly audible to Ruth Haller, society editor of the Twin Falls News.

Three years ago on the farm of Harley Robertson in southwestern Idaho, fissures began to open up. Farmer Robertson paid little attention until early this month when the land around the fissures began to sink. By Aug. 16, the fissures had become a canyon 300 feet deep and had swallowed up 20 acres of his rich wheatland. In the picture above you can see grain still growing on the crumbled chunks of land. From the canyon's bottom came deep rumblings, with now & again a muffled crash. It was not safe to stand near the canyon's brink because every few hours more land toppled in.

From neighboring States geologists gathered to look and explain. Millions of years ago southern Idaho was covered by a lava flow. When the river of molten rock slowed down, a crust formed on the surface but underneath lava still flowed. Many geologists believe that the lava left huge subterranean caverns, possibly 1,500 feet deep and that the Robertson farm is on the roof of such a cavern. The muffled crashes occur when bits of the cavern roof crash to the cavern floor. The rumbling is the slow disintegration of the roof. What will happen next is unpredictable. The cavern roof may crumble slowly for another 1,000 years. Or it may crash down, swallowing several farms and creating a major earthquake.



The fissure widens. On Aug. 10 this crack looked like the one opposite, on Aug. 15 it looked like this. The nearby land was likely to fall into the main canyon any moment.

For safety's sake, remember:
THERE IS NO SUCH THING AS A
BLOWOUT-PROOF TIRE

"I'M ALL THROUGH BEING A WISE GUY"

WILL it take a bad accident—perhaps a tragedy—to convince you, too, that there is no such thing as a blowout-proof tire? The truth is, any tire will let go under certain conditions. The only sure protection against this constant danger is LifeGuard® Tubes—Goodyear's great invention that makes a head-to-head blowout as harmless as a slow leak!

A "tire" within a tube

It's simple when you know why.

Inside the LifeGuard Tube is a patented two-ply reserve "inner tire." Casing and outer tube can blow

wide open, yet this inner chamber retains enough air to hold up the tire—to keep the car on the road without swerving. It prevents that sudden lurch that throws a car out of control; gives you time to slow down to a safe, sure, bee-line stop.

In thousands of tests LifeGuards have proved their dependability. They have saved hundreds of lives; prevented thousands of accidents. Better see about them today at your Goodyear dealer's or Goodyear Service Store — you can't buy better protection to save your life.



"My right front tire blew out while traveling fast on a high-banked road with a cable fence," reports Mr. T. K. Thompson, Minneapolis distributor of Highway Trailers. "I am positive I could not have kept the car from going through the fence if it had not been for the LifeGuard Tube holding up the tire"

"I WOULDN'T DRIVE ANOTHER MILE WITHOUT LIFE GUARDS"

GOODYEAR LifeGuard Tubes

TAKE THE TERROR OUT
OF BLOWOUTS



This remarkable safety tube consists of a reserve two-ply inner tire inside the regulation tube, both inflated by the same valve. When the casing blows out only the outer tube lets go. The inner tire holds enough air to support the car without lurching until you can come to a safe stop.

FOR PASSENGER CARS
TRUCKS • BUSES

*LIFE GUARD is a trade-mark of The Goodyear Tire & Rubber Company, Inc., and is protected by patents applied for

THE CAMERA OVERSEAS: THE JAPANESE EMPEROR'S BROTHER PLAYS IN SWISS ALPS

While his imperial brother's army was invading China, Prince Chichibu of Japan and his wife Setsuko played in the Swiss Alps till Aug. 1, as shown here. Place is Grindelwald where in 1926 Chichibu won the silver "K" of the exclusive Kandahar Ski Club by climbing the unclimbed Grünhorn.

Thoroughly westernized, Oxford-educated Chichibu, 35, serves Japan as a goodwill ambassador. He attended the London Coronation as his brother's representative, conferred the Supreme Order of the Chrysanthemum on George VI and made nice little speeches. Below he and the Princess are watching a rescue party climb dangerous Eiger Wall. At right the background is the Wetterhorn; at bottom, (left to right), the Eiger Wall, Wetterhorn and Jungfrau. Afterwards, Prince and Princess caught cold in The Netherlands, canceled trips to Germany and Paris, bought tickets for home and the Chinese crisis.

Meanwhile, also scuttling over Europe, China's Finance Minister H. H. Kung wangled money and munitions in England, Czechoslovakia, Switzerland, Netherlands, Germany, France, Austria and the U. S.



CHICHIBU SETS TELESCOPE FOR WIFE

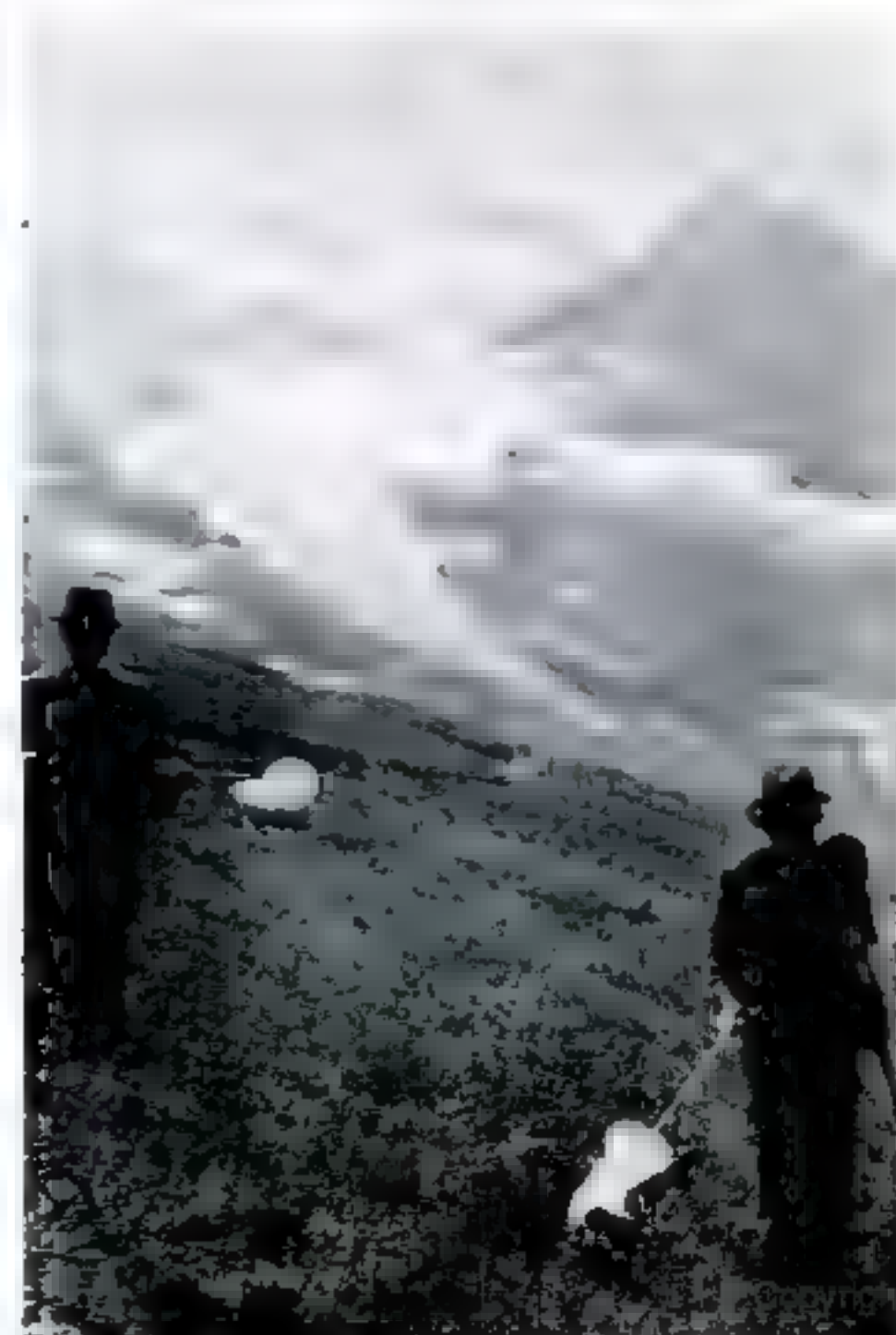
PRINCESS SETSUKO POSES



H. I. H. YASUCHITO, HEAD OF THE HOUSE OF CHICHIBU, AND WIFE LISTEN TO ALPINE HORN

THE PRINCE HAS A CAMERA

HIS STAFF CHASE BUTTERFLIES



THE CAMERA OVERSEAS: SHANGHAI BOMBS PUT



THERESE RUDOLPH

Two Chinese bombs fell Aug. 14 outside Shanghai's swank Cathay Hotel, where she was appearing in the floor show. Entertainer Rudolph disappeared and her family in Chicago began to worry. In Shanghai's night life, her competition was mainly White Russian girls, a few attractive Eurasians.



FRANK RAWLINSON



MRS. RAWLINSON

Two more bombs dropped into Shanghai's International Settlement Aug. 14 just as this U. S. missionary, one of the most influential white men in China, was driving his wife and daughter home. Dr. Rawlinson had reached the edge of the International Settlement, when one bomb fell squarely into a crowd of Chinese refugees. He stopped his car, stepped out just as another bomb crashed near him. He was killed instantly. His capable wife, Florence Lang Rawlinson, managed to drag his body back into the car and drive to the morgue before she collapsed.

Dr. Rawlinson had been a keyman in the old missionary quarrel over whether to give China Christianity straight or mixed. Born a poor Englishman, educated in U. S. colleges, father of eight by two wives, he admired Chinese culture. In 1914, he became editor of the *Chinese Recorder* in Shanghai, made it the world's best religious magazine. His liberalism so dismayed his own Baptists that they asked him to quit the editorship. He quit the Baptists, devoted himself to explaining China to Christian missionaries as well as explaining Christianity to the Chinese. He wrote a simple life of Christ in Chinese and books on *Chinese Ideas of the Supreme Being*. He felt China could take Christianity without ceasing to be Chinese.



REAR ADMIRAL HARRY YARNELL

Commander of the U. S. Asiatic Fleet, at Shanghai, he is a curt, tireless boss from Iowa. He graduated fourth in his class (1899) at Annapolis, first saw Chinese blood spilled during Boxer Rebellion



CLARENCE GAUSS

Chief U. S. Consular officer in China, he is a career plugger, born 50 years ago in Washington, D. C. He often works a 24-hour shift, has the confidence of the Chinese, notably keeps his head in a crisis.



COL. CHARLES PRICE

Colonel of U. S. Marines at Shanghai, he holds Navy Distinguished Service Medal, speaks Spanish, German, French. His nickname is "Spig." He is foreign-looking, 56, sarcastic, a practical joker, crack shot.

THESE AMERICANS INTO THE NEWS



MRS. MORRIS J. HARRIS

Chaperon to the first 200 American women and children evacuated from Shanghai was the wife of Shanghai's Associated Press bureau chief Morris J. Harris. A Missouri girl with no journalistic experience, she dramatically reported a hazardous trip by tender down-river to the S. S. *President Taft*.



MRS. THEODORE RODSVELT JR. & SON QUENTIN

Traveling in China with Son Quentin, she lunched with Madame Chung Kai-shek, chief of China's air force, on Aug. 9. Five days later Mrs. Roosevelt saw the shocking holocaust of Shanghai's bombing by Madame Chung's planes. She promptly wired a protest to Madame Chung, got a polite reply explaining that it was all an accident.



RUSSELL HEARN

This soldier of fortune, who has the rank of Lieutenant General in the Chinese Army, proposed in Los Angeles to recruit U. S. volunteers for China. U. S. Government promptly warned it would prosecute.



JEANETTE REESE

This pretty Los Angeles socialite left the University of California at Los Angeles a year ago to continue her studies in China. At her parents' request she was evacuated from perilous Shanghai to Tientsin.



FREDDIE JOHN FALGOUT

A first-class seaman aboard *U.S.S. Augusta*, he was killed Aug. 20 when an anti-aircraft shell dropped on the deck of Admiral Yarnell's flagship off Shanghai. Sailor Falgout, 21, came from Raceland, La.

THE CAMERA OVERSEAS: GERMAN FIREMEN PLAY A NEW BALL GAME WITH HOSE



BERLIN FIREMEN HOSE THE BIG BALL FROM OPPOSITE SIDES

Somewhat like the old parlor game in which opposing teams blow a ping pong ball up & down a table is the game shown on this page as played by members of the Berlin Fire Department. The first problem is to find on the edge of one field hydrants to which to attach six hose that will have enough water pressure to move the big stuffed ball. The Berlin firemen wore regulation rubber hats and coats and gas masks, took time out to hose a cameraman.

On July 17, the Ad Astra Sand Yacht Club held its annual Regatta on the desert in eastern Egypt as shown on the opposite page. The place is lonely—a British Royal Air Force post at Abu Sueir on the Fresh Water Canal 70 miles from Cairo. This is the Biblical Land of Goshen near where, according to *Exodus*, Israelites built treasure cities for the Egyptian Pharaohs. Even so the British aviators find it boring. Hence in 1919 they took up sand yachting and in 1929 incorporated their Yacht Club. They have assembled 24 yachts out of airplane fuselages, wheels and spare parts, make from 25 to 44 miles an hour over the hard sand. Their little club is probably the world centre of sand yachting.



SOON THEY START DOUSING ONE ANOTHER WITH WATER



A MOVIE CAMERAMAN GETS TOO CLOSE TO THE GAME



THE CAMERAMAN GOES DOWN AS THE BALL NEARS A GOAL



ONE SIDE SCORES BY ROLLING THE BALL INTO THE GOAL POST

BRITISH AVIATORS RACE YACHTS OVER THE LAND OF GOSHEN



Regatta Day at the Ad Astra Sand Yacht Club in the Egyptian desert started July 17 with a "Line Ahead" review of these eleven "selected yachts" past the clubhouse. Other events included a handicap Cup Race on a quadrilateral course, a competition for for-

mations of three, an obstacle race between barrels and over sloping planks, a wheel-lifting race and various races giving ladies and non-member guests a chance to ride as passengers. Unfortunately on Regatta Day the customary North wind faded almost entirely.



A GOOD TRY IN THE WHEEL-LIFTING COMPETITION



The Yacht Clubhouse at Abu Suweir was filled with wives and fellow airmen for the Regatta. That night in evening clothes they danced (foreground), drank whiskey at the bar (right).



THIS YACHT CAPSIZED BY TOO RASH WHEEL LIFTING

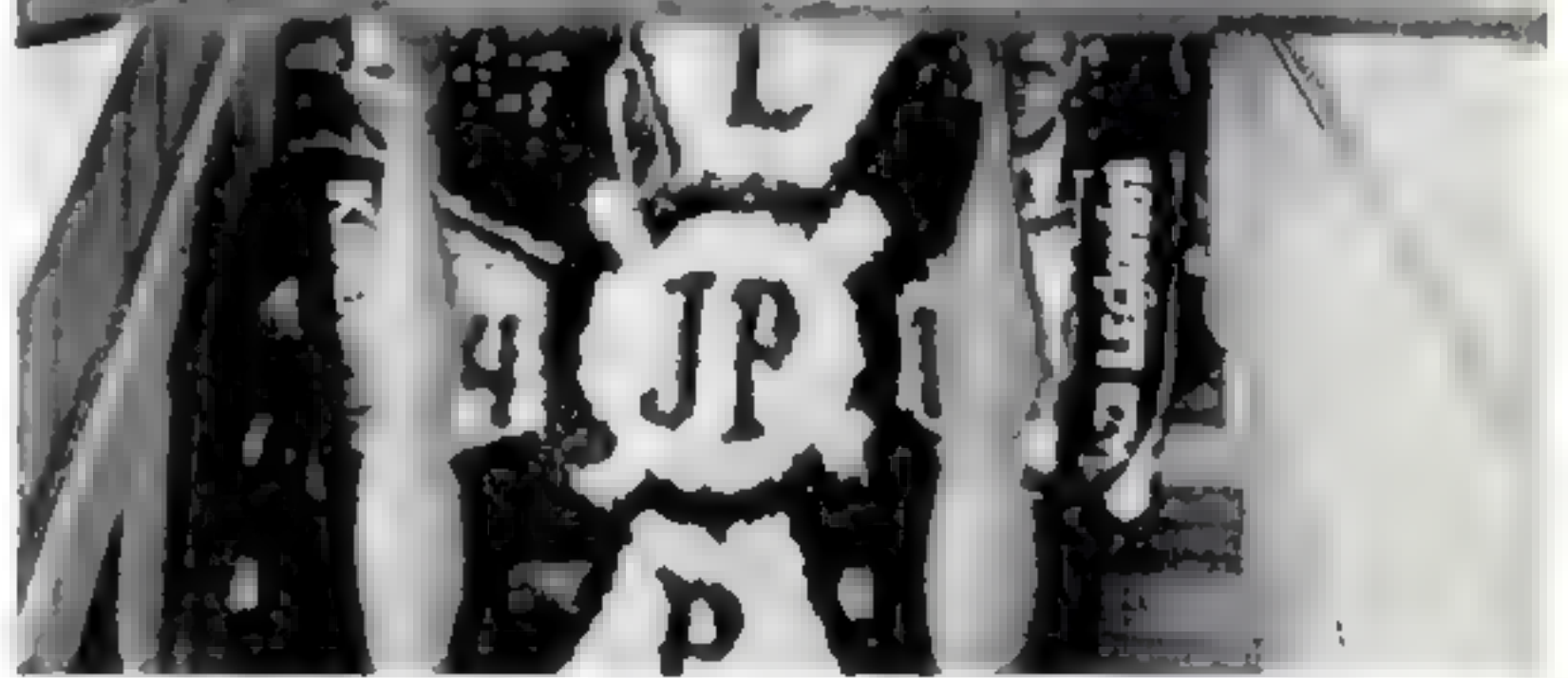
THE CAMERA OVERSEAS: THE POLES HONOR A DEAD DICTATOR AND LIVE BRITISH ROYALTY

The pivot of Polish politics is a coffin containing the ashes of Poland's late great Dictator Marshal Josef Pilsudski. Quite naturally this coffin is not in Poland's political capital of Warsaw but in its cultural and religious capital of Cracow, in the ancient Wawel Cathedral. Pilsudski's death in 1935 left Poland with a huge Army, an economic crisis, a suppressed and half-starving peasantry and a ruling class composed entirely of "heroes" of the Polish Revolution in 1918.

Lately this ruling class has split. The "dummy dictator" Marshal Smigly-Rydz (*see right*) and his brain-truster Colonel Adam Koc want to compromise with the peasant leaders. The die-hards do not. They engineered an assassination attempt on Koc July 18. Out of the Archbishop of Cracow's moving Pilsudski's coffin from one crypt to another, they made a Cabinet crisis. The Archbishop was just tired of sight seers.

On Aug. 8, Smigly-Rydz escorted a huge wreath, inscribed with Pilsudski's initials and the legend, "To the Commandant," down into the dead Dictator's new resting place, as shown at right. At his left was Colonel Koc. Notably absent were the Opposition: ex-Premiers Prystor and Slawek, No. 2 Army Chief Sosnkowski, Foreign Minister Beck. Smigly-Rydz made a speech strongly hinting at a threat of civil strife and promising a "firm hand."

Two days before, the Duke and Duchess of Kent had laid a basket of red roses on Pilsudski's sacred tomb, on the first Polish visit by British Royalty since Poland became a nation. Currently Poland's Foreign Office is trying to prove to England and France that a Polish-Rumanian-Baltic States bloc would be a far safer horse to play than Soviet Russia.



NEW DICTATOR SMIGLY-RYDZ LAYS A WREATH ON AN OLD DICTATOR'S TOMB



The Duke and Duchess of Kent on Aug. 6 visited Wawel Castle, hard by the Cathedral, with Count Adam Potocki, brother of Poland's Ambassador to the U.S.



Coaching on Count Alfred Potocki's vast Polish estate, the Duchess of Kent rode in the front seat beside her host, the eldest brother Potocki, the Duke behind, beside the Princess Lichtenstein.

You are Invited . . .

...to see the 1938 Gruen watches—the same beautiful new watches that are causing such a wave of excitement among leading style authorities throughout the nation.

You'll be Delighted . . .

...with the brilliant variety of new models your Gruen jeweler is now displaying. Presenting one of these superb timepieces, you give a treasure. Owning one, you possess an endless source of pride and of faithful companionship. For in one thing all Gruen watches are alike—in the unvarying quality of precision timekeeping which has made Gruen the choice of discriminating Americans since 1874.

GRUEN

Throughout the United States and Canada, Gruen watches are priced from \$24.75 to \$250; with precious stones, up to \$2500

- A—BARBARA . . . smart modern round sly . . . yellow gold . . . \$24.75
- B—ARCADIA . . . 5 jewels yellow gold case . . . \$27.50
- C—VOGUE . . . 15 jewels, yellow gold hand case . . . \$29.75
- D—GLORIA . . . 15 jewels, yellow gold filled case . . . \$33.75
- E—FLORENTINE . . . 17 jewels, diamond set with yellow gold case . . . \$39.75
- F—ERNESTINE . . . 15 jewels, yellow gold case . . . \$42.50
- G—DELIGHT . . . 7 jewels, yellow gold filled case with watch . . . \$49.75
- H—PEMBROKE . . . 17 jewels, precision, 144 . . . white gold case set with . . . \$89.50
- I—LUCERNE . . . 7 jewels, precision, 144 . . . set with . . . \$145
- J—CALAIS . . . 7 jewels, precision, 144 . . . set with . . . \$250
- K—OLYMPIAD . . . 15 jewels, yellow gold case . . . \$37.50
- L—FIFTH AVENUE . . . 17 jewels, yellow gold filled case . . . \$42.50
- M—KENT . . . 15 jewels, yellow gold filled case . . . \$24.75
- N—SAVOY . . . 15 jewels, yellow gold filled case . . . \$27.50
- O—CREST . . . 14 jewels, yellow gold filled case . . . \$29.75
- P—CENTURION . . . 17 jewels, yellow gold case . . . \$37.50
- Q—KNOX . . . 7 jewels, yellow gold filled case . . . \$35

At your Gruen jeweler's—be sure to see the world's first "custom-curved" wristwatch—the New GRUEN CURVEX®.

*Trade Mark reg. U. S. patent office. No other manufacturer is permitted to make the Curvex or to use the name.

GRUEN

The Precision Watch



SPORT



A softball pitch in a Chicago game between two female commercial teams is shown above. The big ball is thrown underhand 35 ft. to the plate and players sometimes wear

gloves. At bat is a member of the crack Rival Dog Food Team. The pitcher and catcher belong to a team sponsored by Eddie McCabe, assistant assessor of Cook County,

who uses this means to get political publicity. The above scene is from a softball tournament sponsored by the *Chicago American* which attracted 900 teams of both sexes.

THREE MILLION AMERICANS PLAY SOFTBALL FOR THREE MILLION MORE AMERICANS

A second cousin to baseball, softball has in the last few years become the popular sensation of the American sports world. It is played by some 3,000,000 young men and women all over the country, half of whom belong to the official Amateur Softball Association. It is estimated that during a season another 3,000,000 spectators turn out for softball games.

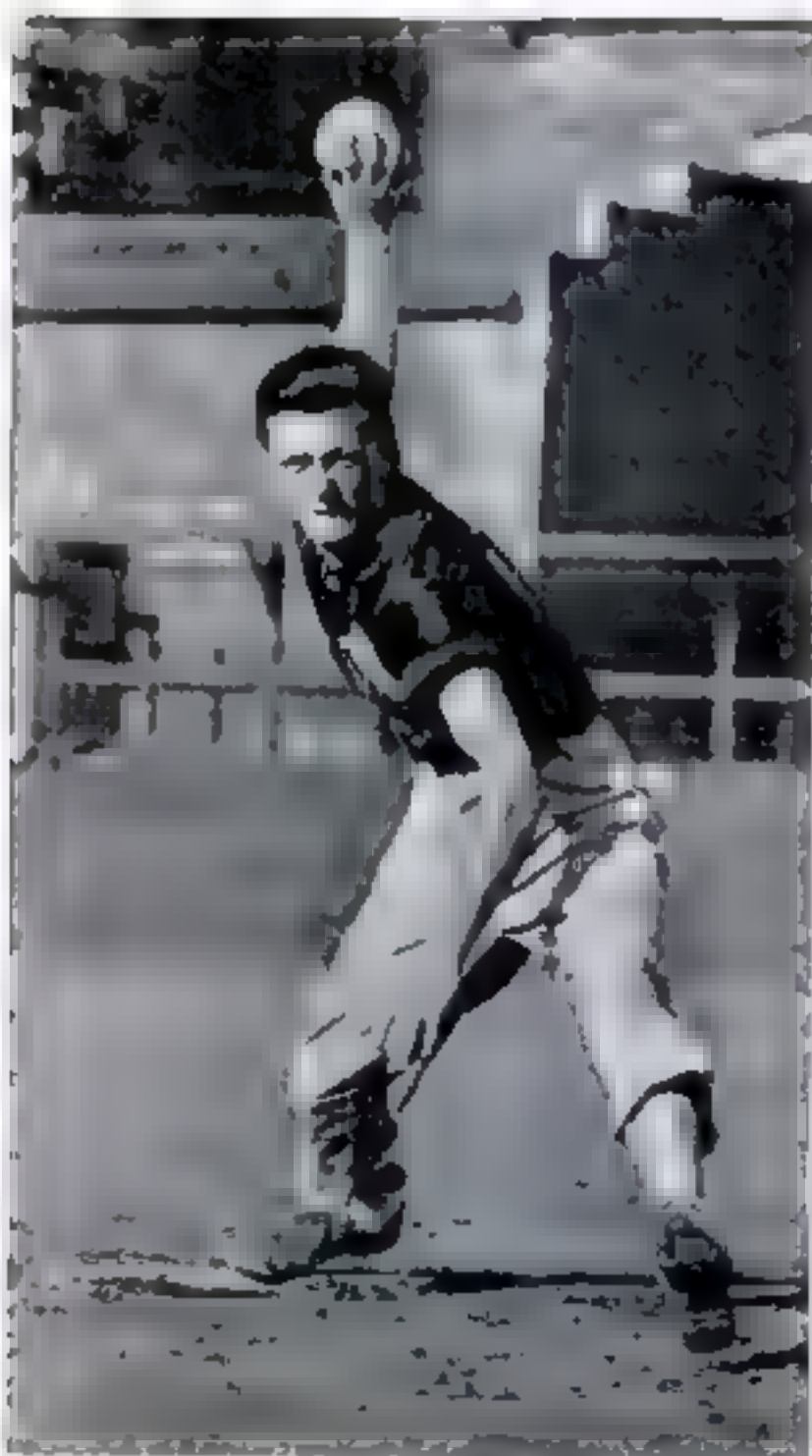
Individuals and business concerns sponsor teams, buy uniforms and lend their names for publicity. Yet the players rank as ama-

teurs. Girls' teams outdraw men's teams. The rules prohibit men from playing women. Chicago is the softball capital of the U. S. and there at Soldier Field on Sept. 10 begins the fifth World Series for the \$1,000 William Randolph Hearst Trophy.

The game is played with a ball about 4 in. in diameter. Pitching is underhand. Diamond distances for men's teams are shorter than in regular baseball; for women's teams, less than for men's. There is a "short fielder" on each team which consists of ten players.



BETTY BROWN OF RIVAL DOG FOOD SLIDES SAFELY INTO THIRD BASE DESPITE THE EFFORTS OF EVELYN PAETH OF THE EDDIE McCABES TO TAG HER



Chicago's best softball curve is thrown by 17 year-old Chuck Finnegan of the Senate Florals, an all-round player who is currently batting over .350.



Safe at first is this Rival Dog Food girl. The Eddie McCabe first baseman belongs to a Chicago team which recently made a two-weeks tour of seven States, winning all of their ten games and playing before 17,000 people.



Hard hits at softball can sting the bare hands of a player on the opposite team. The ball is a great deal less soft than its name would indicate.



Is your child fit to go to school?

Clothing, books, pencils, school bag—important items of equipment, of course—but the main thing is physical fitness. The burden of learning falls principally upon the eyes—the gateway to the mind. Are the eyes of your child ready for the school-day tasks ahead?

Neglect now, may write a story of ill health and failure all through life. Consult an Eye Physician (medical doctor), make sure that your child has normal, healthy vision.

Guild Opticians

are recommended by physicians. Should glasses be necessary, make sure that they are Guild-craft glasses. Then you will know that they are made exactly as the doctor ordered—by an optician recommended by physicians—a Guild Optician.

That is "The Safe Way"—Eye Physician-Guild Optician, and the way to be sure of "DEPENDABLE GLASSES AT ECONOMICAL PRICES."

Your Eye Physician will gladly recommend the nearest Guild Optician.



FREE

send for valuable booklet on "Care of Children's Eyes" and the name of the nearest Guild Optician



Guild of Prescription Opticians of America
705-S Bailey Bldg., Philadelphia, Pa.:

Kindly send me booklet on
"CARE OF CHILDREN'S EYES."

NAME _____

ADDRESS _____

Private Lives



Constance Worth, Australian film actress, married Movie Actor George Brent in Mexico last May, lived with him five weeks. Now Brent is suing for annulment, claiming he and his bride violated Mexican marriage laws and that he married under pressure. "If Mr. Brent is a gentleman," said Mrs. Brent, "he will explain what he meant by 'pressure'."



Dorothy Parker and her husband Alan Campbell recently broke their contract with Sam Goldwyn on whose forthcoming picture, *The Goldwyn Follies*, they have been collaborating. Subsequently they came East, sailed on the *Normandie*. To a newspaperwoman seeking epigrams, Mrs. Campbell quipped: "How do you do, would you like a drink?"



William Samitow, 20-year-old publicity man from New York, was intent on suicide when he climbed to the eleventh-floor fire-escape rail of a Hollywood office building. A policeman gave him cigarettes, grabbed his wrist as he returned the pack. Samitow jumped, hung suspended until other officers helped pull him up, booked him for intoxication.



Wilbur Huston in 1920 won the Thomas Edison "genius contest" and with it a four years' M.I.T. scholarship. Lately, Huston, 24, returned from five months of Oxford Group meetings abroad. "I'd like to think of myself as a human engineer," he said. "We have plenty of engineers who can build bridges, but we need engineers who can build nations."



Evelyn Steel, 17-year-old inmate of Oklahoma's State Industrial School for Girls, wept with joy at her marriage to Hercule Cook. Hercule proposed to Evelyn, an old sweetheart, when after two years separation he met her at the reform school's first trial "date-night" party. The superintendent paroled Evelyn, arranged her wedding there.



Geraldine Spreckels, comely second cousin and third wife of California's Adolph B. Spreckels Jr., signed a contract with Universal Pictures. Leaving her sugar-millonaire husband, Mrs. Spreckels denies she is planning to get a divorce. She says she is just studying dramatics and voice: "There is nothing else of possible interest about me."

CONTINUED ON PAGE 51

I knew some experts would do it!



If you, too, have wondered why good fountain pens cost so much, wonder no longer! Here is a fountain pen that'll stack up against any—a pen you'll be proud to give and glad to own—a pen developed by specialists from years of experience—a quality pen at the price of \$1.00!

FEATURES!

14 carat gold iridium tipped point with a patented reinforcement. Ink capacity equal to any pen of its size. Beautiful finish—choice of colors. Fine, medium or coarse point.

At your favorite stationery, drug and department store—or write DAVID KAHN, Inc., Dept. L., North Bergen, N. J. Est. 1896
*In Canada \$1.50



WE ARE EVER De Luxe FOUNTAIN PEN

THE DOLLAR PEN
YOU'LL BE PROUD TO OWN

Now—just press a button—that's all

TOUCH TUNING

**BRINGS IN YOUR STATION
INSTANTLY — SILENTLY — AUTOMATICALLY**

WHEN a radio tunes itself—that's news! And this is exactly what the new General Electric Radio does—it actually tunes itself!

All you do is pick your program—by pressing a button. There are separate buttons for your favorite stations—each one marked with station letters. The merest touch of your finger—and instantly your program's there! Automatically tuned with hairline precision!

Touch Tuning makes manual dialing a thing of the past. It's the radio sensation of the year.

The new G-E Tone Monitor brings tone perfection

In addition to Touch Tuning, the new General Electric Radio brings you another remarkable achievement—the G-E Tone Monitor, a radio circuit of radically new design. The Tone Monitor corrects distortions. It assures life-like reproduction of the highest and lowest notes of each orchestral instrument. Nor is this remarkable improvement confined to the higher priced G-E Radios alone. Many of the moderately priced G-E sets offer this new feature.

\$10* down delivers any G-E

Touch Tuning Radio into your home

All the new 1938 G-E Radios are now on demonstration at your nearest General Electric dealer's. You can own any model you choose for only a few dollars down.

**12 Super Value G-E Models
to Select from**

Beautiful new console models, personal radios, armchair radios, from \$19.95 to \$295. Prices slightly higher South and West. Subject to change without notice.

Your G-E Radio Dealer will arrange liberal terms

*Through General Electric Contracts Corp.



The New



GENERAL ELECTRIC

RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E.D.S.T., NBC RED NETWORK

Private Lives *(continued)*



*Little Peggy cut her thumb,
the thumb began to swell,
And it was nearly seven weeks
before her thumb got well!*

Take precautions! Always apply a reliable anti-septic, even to a tiny wound . . . and protect with a clean dressing.

All Johnson & Johnson Red Cross products marked "sterilized" — Cotton, Gauze and Bandages — are sterilized not only in the making. They are sterilized again after they are packaged.

Johnson & Johnson
RED CROSS
COTTON • GAUZE • BANDAGES



Robert Mizzy and Gypsy Rose Lee were married 20 miles at sea Aug. 19. Because this failed to comply with California's three-day-notice requirements they planned to get married again on dry land in Santa Ana. Miss Lee, who graduated last year from Manhattan's Irving Place burlesque to the *Follies*, has since graduated to the movies and is currently working for Twentieth Century-Fox in a picture named *Alf Baba Goes to Town*. To minimize Miss Lee's reputation as a strip-teaser, Hollywood censors are making her act under her real name, Louise Hovick. At her wedding she remained completely clad. Her husband is a New York manufacturer.



Ganna Walska, 45-year-old singer whose four husbands have included the late Alexander Cochran and Harold McCormick, is engaged to Harry Grindell Matthews, English inventor of a "death ray" intended to bring down enemy planes. Mr. Grindell-Matthews met Polish-born Mme Walska-D'Eingorn-Fraenkel-Cochran-McCormick at London opera.



Francis Ormond French, father-in-law of John Jacob Astor, had himself adjudged bankrupt. Totalling \$4,800, his liabilities consisted of items ranging from \$2,875 to the Empire Trust Co. to \$1.48 to a Chinese laundryman, and \$86 to Western Union. Mr. French's wife promptly left him. When broke once before, Mr. French drove a taxi.

Willard Batteries Give Protection to Millions

Willards

COST LESS TO OWN

**because they last longer,
crank faster,
don't let you down**

WILLARD STORAGE BATTERY COMPANY
Cleveland • Los Angeles • Toronto, Canada



For Protection and Economy Buy A Willard



2,668,976,000 SHARES AGO...

When Steel looked cheap at 240, and bootblacks were buying on margin . . . FORTUNE first sensed that the tremendous realities of American Industry were far more exciting than stock tables and market tips, and undertook to report the vast world of Business as it had never been reported before.

For seven years, 91 issues and 803 incisive articles, FORTUNE has now been chronicling the passage of a great business transition over every landmark of American life.

Today, the easy money of 1929 Wall Street has become the easy money of 1937 Relief Headquarters . . . brokers are raising commissions in a brave new world of 55% margins . . . and the "miracle men" have moved to Washington!

But today more than ever Business is the biggest, most fascinating story of our time. FORTUNE still tells that story in word and picture as no other magazine can—and to more than 130,000 of America's most influential families—



\$10 A YEAR • BY SUBSCRIPTION ONLY • 330 E. 22ND ST., CHICAGO, ILL.

**BAD BUSINESS COMING
TO WORK LOOKING LIKE
THE NIGHT BEFORE!**



BETTER GET AROUND
SOME **BROMO-SELTZER**
BEFORE YOU
MEET THE
BOSS

CRIPES, BOB. DO I
LOOK AS DOWN IN
THE MOUTH AS I
FEEL?

SOON

BOB, **BROMO-SELTZER**
MADE ME FEEL
LIKE NEW IN NO
TIME AT ALL!

WONDERFUL STUFF. STOPS
A HEADACHE **FASTER**
SETTLES THE **STOMACH**
AND CALMS JITTERY
NERVES

• Smart men don't show up with morning-after. They take Bromo-Seltzer.

It stops the headache—*faster*, doctors proved, than anything else they tested. Soothes quivery nerves—settles an upset stomach. And **ALKALIZES**—reduces excess acidity overindulgence causes.

At all drugstores, soda fountains. Keep it handy at home, too.

BROMO-SELTZER

*Makes you
feel fit
FASTER!*



ANIMALS

An elephant dies, a dog rides, a horse falls



Aged 99, old Babe, Washington (D. C.) Zoo elephant and a former Barnum & Bailey Circus queen, on Aug. 8 tripped and fell down on her side, never to rise again. Three days later, far from her native India and weak from her great age, Babe died.



Rex is a smart 4½-year-old German shepherd dog that rides on a surfboard attached to a speedboat that goes 25 m.p.h. for the entertainment of Atlantic City Steel Pier patrons. Rex's partner is 24-year-old Arnette Webster of Waycross, Ga.



A freak spill occurred Aug. 7 when in a trial gallop at the Saratoga track a 3-year-old named No Dice crashed through a gate, somersaulted into a cement drainage trough. So tightly was he wedged in that it took 20 men to pull him out unhurt.

PROVED ITS WORTH DURING SICKNESS! "I wanted the best I could buy so nothing would satisfy me but a General Electric Gas Furnace. It is the finest heating equipment that money can buy."

"The furnace proved its worth during sickness in our home because it kept an even temperature. Otherwise, we would have had to send mother to the hospital."

Mrs. C. Furnarotto, Brooklyn, N. Y.

NO MORE HEATING WORRIES! "For ten years a furnace man took care of my little home. When he retired at the age of 80, I was frantic. I even thought of selling my little place and moving into an apartment. A friend came to my rescue and told me of the wonderful G-E Oil Furnace. Within 24 hours one was installed, and I have had no more worries."

Mrs. E. A. M., Albany, N. Y. →



"THE MOST ECONOMICAL HEATING UNIT"

SATISFIED USERS OFFER PROOF OF THE SUPERIORITY OF GENERAL ELECTRIC AUTOMATIC HEATING AND AIR CONDITIONING EQUIPMENT



"I consider the G-E Oil Warm-Air Conditioner the most economical heating unit I know anything about. Last winter it cost about \$112.50 to heat our house of ten rooms."

Primarily, we selected the Winter Air Conditioner of the G-E Co. because of the well known reputation for G-E's dependable products. But my wife felt the most important feature was the thorough cleaning or complete filtration of all the air in the house several times an hour."

Charles A. Burmeister, Washington, D. C.

REAL COMFORT FOR FATHER! "I had no idea how convenient a G-E Oil-Fired Warm-Air Conditioner could be until I came to Washington to keep house for my brother."

"It not only saves steps to the basement but it leaves your mind free of the old-fashioned worries."

"It also gives my father real comfort in old age with constant uniform heat. I feel it is always safe to leave him when I want to go down town."

Miss Otis Cott

FREE LITERATURE—FREE ADVICE!

There is a General Electric distributor in your community who is a heating and air conditioning specialist. *Consult with him.* He will gladly make a survey of your home, without cost or obligation, and will advise the type of unit best suited to your needs. Phone the General Electric distributor today or mail the coupon for free literature.

SPOTLESS DRAPERIES, CLEANER WOODWORK AND WALLS. "Spotless draperies, cleaner woodwork and walls, brighter windows—are the extra dividends I get from my G-E Gas-Fired Warm-Air Conditioner."

"The construction of our house was well under way before we investigated the advantages of G-E Gas-Fired Conditioning. Immediately, we gave up our original idea for a hot water system and—we are extremely grateful for G-E's contribution to better living."

Mrs. Paul Marsh



Harriet Perkins, Mrs. Marsh's maid, does ironing alongside the G-E Gas Warm-Air Conditioner.

GENERAL ELECTRIC
Automatic Heating and Air Conditioning

OIL FURNACES • GAS FURNACES • WINTER AND SUMMER AIR CONDITIONING

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AIR CONDITIONING DEPARTMENT
DIV. 821024, BLOOMFIELD, N. J.
Please send me, without cost or obligation, literature regarding General Electric.
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☐ Gas ☐ Gas ☐ Gas ☐ Gas
Name.....
Address



THE FROG HUNT IS PRECEDED BY DRINKS AND A SWIM IN THE PRIVATE SWIMMING POOL OF VICTOR G. STRAIN

Life Goes to a Party

At Chico, California, where 40 fat frogs are caught and cooked for supper

Aided and abetted perhaps by the California climate, frogs near the town of Chico in the northern part of that State grow particularly fat and tender. Hence frog hunts are a notable diversion for such citizens of Chico as enjoy fried frogs' legs for supper. Because Chico's summer temperature fluctuates pretty constantly between 100° and 115°, Chico frog hunts are usually preceded by a swim and a round of iced drinks. *Above*, you see this pleasant ritual in progress at the

private pool of Victor G. Strain, the local Buick dealer. Next, his guests get into their oldest pants, drive out to a small lake noted for its frogs. Around 8 o'clock, just as dusk is fading into night, they set off in flat-bottomed boats, armed with pronged poles. With these they spear frogs around the weedy shore. According to California law no frog may be taken whose body does not measure four inches or more in length. Most Chico frogs actually measure some six or seven inches.



Flashlights and storage batteries provide illumination for the evening frog hunt. Holding flashlights above are Hans Lemcke and Mrs. Victor Strain. Mr. Lemcke, whose young son Martin stands in the water at right, raises lima beans and almonds on a 51-acre farm.



Women are ejected from the frog hunt, which is strictly stag. Here Mrs. Victor Strain is being removed bodily from one of the three boats chiefly by Claude Deter, Chico postal clerk. Bottle in hand, Mrs. Lemcke courageously rushes to her aid, but all in vain.



Frogs are sighted by the aid of electric lights. Here young Martin Lemcke focuses the beam on a likely spot. His father (in front of boat) and Claude Deter poke their long-handled spears into the bank. When a frog's croak is heard, all boats head for the spot.



Frogs are caught with spears consisting of long bamboo poles with a four-pronged snare at the end which securely holds the frog's body. Here Mr. Deter is exhibiting the first catch of the evening as his boatmate, Mr. Lemcke, looks on admiringly. Total catch 40.



THE DETER-LEMCKE BOAT SINKS CLOSE TO SHORE. MR. DETER HANGS ON TO SOME POISON OAK AND MR. LEMCKE HANGS ON TO THE BOAT

CONTINUED ON NEXT PAGE

Do your lips tell the world you are hard to Convince?

When people who are hard to convince once try this Kentucky Straight Bourbon they are its best boosters. Taste it...it's "Double-Rich"!



A 90 PROOF whiskey with the Mark of Merit. Made in the Bluegrass Country by master Kentucky distillers the good old Kentucky way.

COPR. 1937, SCHENLEY DISTRIBUTORS, INC., N. Y. C.



SCHENLEY'S
Cream of
Kentucky
KENTUCKY STRAIGHT BOURBON WHISKEY

The Explosion Shot
National Graflex
by Dr. C. G. Morsbamer

**10 Big
Pictures (this size)
from every 8-
exposure film!**



National GRAFLEX

There's real satisfaction in taking full-sized $2\frac{1}{2} \times 3\frac{1}{2}$ " pictures that need no enlargement and cost but a few cents each! This is one of the many reasons why thousands of camera enthusiasts choose the American-made, Prize-Winning National Graflex.

This fine, precision-built camera is "just a handful" yet it has genuine Graflex full vision focusing, focal plane shutter with speeds up to 1/500 second and fast, f 3.5 lens. It's the world's finest miniature reflex camera. Get one now for the splendid picture-making days just ahead. See the National Graflex and other Graflex Cameras at your dealer's.

FREE!

Send for our free catalog of Graflex and Speed Graphic American-made, Prize-Winning Cameras and Accessories. Paste coupon at the right on penny post card, if you wish. Fulmer Graflex Corporation, Dept. L-18, Rochester, N. Y., U. S. A.



FOLMER GRAFLEX CORPORATION
DEPT. L-18, ROCHESTER, N. Y., U. S. A.

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GRAFLEX Prize-Winning CAMERAS

Life's Party (continued)



A live captive (above) is slipped into a bag by John Henry Carrigan who lives not far from Chico and maintains several ponds where he raises frogs for propagation. Mr. Carrigan usually lets his frogs grow to 6 or 7 inches before catching them for dinner parties with a look and red tunnel. Below, he expertly skins a big fellow.



(continued on p. 94)

Even when they said, "Look out! Here comes another auto."



QUALITY TIRES *were marked like this* **Diamond**

When automobiles were still a curiosity, over forty years ago, Diamond Tires began to acquire their reputation for unusual quality.

Today, there are many dealers who have never sold any other brand—many car owners who have always used Diamonds, year after year.

This broad experience has put into every Diamond Super Service Tire FOUR great safety features. They combine to give you greater protection against all the hazards of high speed

traffic, with its quick stops and sudden turns.

The Diamond tread is designed and built to guard against skidding and provide positive traction, and long wear. The body of the tire is engineered for safety, using only the finest cords—the most enduring rubber.

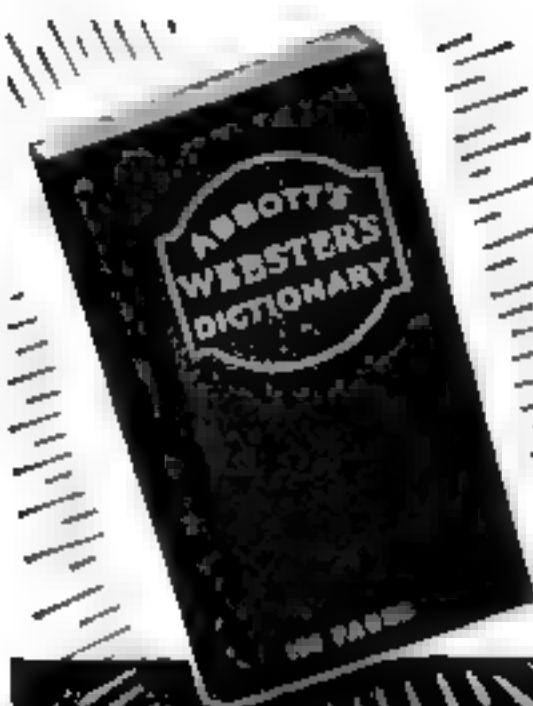
Your Diamond dealer offers you this fine tire—with its greater protection against traffic hazards and blowouts and its longer mileage—without asking a price premium for its super quality.

Factories: Akron, Ohio and Los Angeles California

Diamond
BLOWOUT PROTECTED
TIRES

QUALITY LEADERS SINCE 1894





Now - Accept
FREE

AT ALL STORES SELLING INK

(Offer limited to U. S. A.)

THIS 20,000-WORD, 192-PAGE
WEBSTER'S DICTIONARY

LOOK WHAT I BROUGHT YOU, BOB—
A GENUINE WEBSTER'S DICTIONARY.

OK, BOY! THAT'S
KEEN! JUST
WHAT I NEED
FOR SCHOOL!

With the Purchase of
a 15c Bottle of

**Parker
Quink**

—the amazing new writing ink
that cleans a pen as it writes.
Made 2 ways—WASHABLE
for home and school—PER-
MANENT for accounting and
permanent documents. Made by
The Parker Pen Co., Janesville,
Wis. Get Quink and Free Dic-
tionary at any store selling ink.

OFFER GOOD ONLY
WHILE SUPPLY OF
DICTIONARIES
LASTS



For those who know **VALUE**
For the real bargain-hunters—those who know it pays
to buy the best. Pennsylvania Tires actually cost no
more, but no man's money can buy greater tire
safety, service and beauty!
PENNSYLVANIA RUBBER CO. OF AMERICA, INC.
Jeannette, Pa.



Fine Craftsmanship in Rubber
**Pennsylvania
TIRES**

Want an attractive Ash Tray? Send us 24c in stamps (care Dept. 6-C) and receive,
postpaid, a perfect miniature white-rubber tire 5 1/2" dia., with green waved-glass center.

Life's Party (continued)

For best eating a frog should be five or six years old. For best cooking—in Chico, at least—the kitchen of Mrs. Harry E. Pahl, wife of the local Ford dealer, is preferred. Below, you see Mrs. Pahl busy at work. Like many another experienced Chico matron, her favorite recipe is to roll a dozen frogs' legs in flour, fry with half a pound of butter and a quarter-cup of oil.



This well-floured frog which M. Y. Shepard of the Pacific Gas & Electric Co. brings to Mrs. Pahl will soon go into the frying pan. Before this the frog has been dressed and cleaned, soaked in salt water 20 hours, frozen stiff in a refrigerator.



Cooking ingredients for well-prepared frogs' legs include generous sprinklings of salt and pepper. If a wine flavor is desired, a half glass of dry white wine may be added after the legs are well cooked, allowed to simmer for ten minutes.

week-ending?

DON'T SAY WE DIDN'T REMIND YOU!



make your next drink
GREEN RIVER



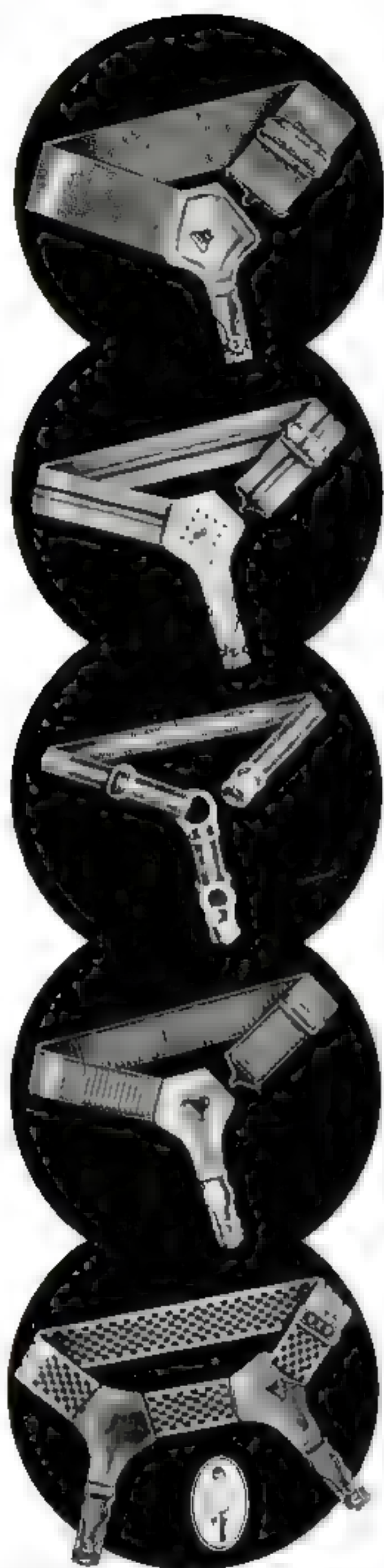
Trade Mark Reg. U. S. Pat. Off

BLENDED WHISKEY—THE WHISKEY WITHOUT REGRETS

90 Proof... the straight whiskies in this product are 1 year and 6 months old or more. 25% straight whiskey, 75% grain neutral spirits. 15% straight whiskey, 1 year and 6 months old, 10% straight whiskey, 8 years old.

OLD TYME DISTILLERS, INC., New York, N. Y. . . . Distilleries located at Maryland, Kentucky and New Jersey

PICTURES TO THE EDITORS



It pays to ask distinctly for Paris. Always higher in quality than price. Get several pair—alternate wearing prolongs their life. A real convenience and economy, too. Make your selection from the complete styles and patterns provided by Paris. 50c and up.

A. STEIN & COMPANY
CHICAGO • NEW YORK • TORONTO

PARIS
GARTERS

NO METAL CAN TOUCH YOU



SINGING CHINESE

Sirs:

I am sending you photographs which have just arrived from China showing mass singing among the soldiers on the Suiyuan front (above). The mass singing movement started by the Y M C A is not confined to raising the morale of the soldiers in China but to every type of Chinese. I am including a shot of nurses being taught singing so they may better cheer the wounded (right) and of Mr. L. M. Liu, the Y M C A secretary who has been organizing mass singing in China (left).

BELNA BIRD
International Committee of Young
Men's Christian Associations
New York, N. Y.



COMBINES

Sirs:

In your issue of Aug. 2, 1937, you pictured "Harvesting in the Wheat Belt." The bulk of the wheat in the wheat belt is handled by combines and not by the binder-thresher method which you illustrated. Enclosed is a photograph showing six Gleaner Baldwin Combines in operation, each cutting a 12-foot swath—a total of 72 feet. Three tractors are pulling the six combines in tandem. These machines are owned by Clyde Merryman,

Hart, Texas, who harvests several thousand acres of wheat each season, yielding 15 to 20 bushels per acre. There have been instances where one owner has used up to 17 combines, cutting a 204-foot swath.

Also, you state "Combines are seldom used in fields smaller than 200 acres." Quite to the contrary, there are hundreds of combine owners that do "custom cutting."

GEORGE REULAND

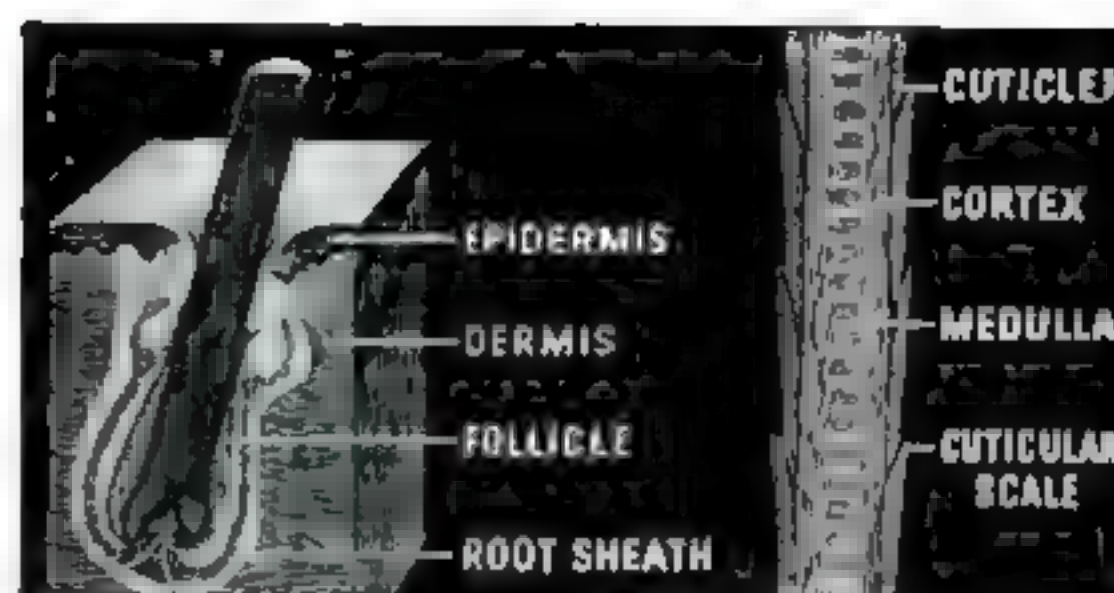
Gleaner Harvesting Corporation
Independence, Mo.

Science looks at... Whiskers

For the past five years, one of America's greatest Industrial Research Institutes has been studying all aspects of the art of shaving. This is a continuation of our popular report of their findings.

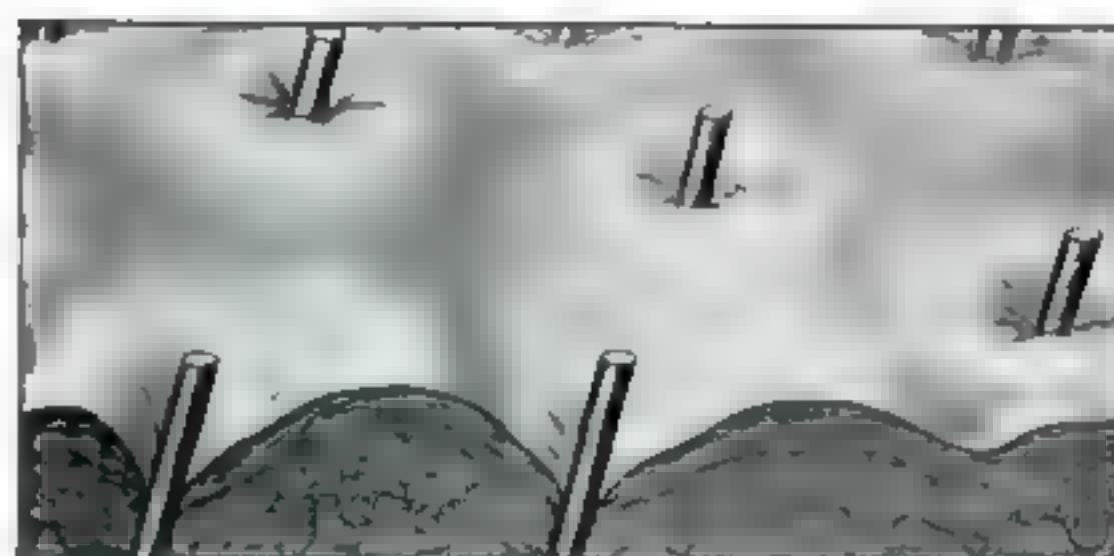
THIS IS A WHISKER

It is a complicated structure. The proportions and character of its principal parts are so variable that experts can now use the differences to identify hairs from different persons. It is actually "like wire"—having as high tensile strength as iron!



WHISKERS GROW LIKE THIS

coming up out of a slight "pit," at an angle. Even the smoothest skin is covered with tiny humps and depressions which make close, comfortable shaving somewhat difficult. The common "tooth-type" guard of the average safety razor adds to this difficulty by actually "combing" another set of ridges and furrows on the skin surface.



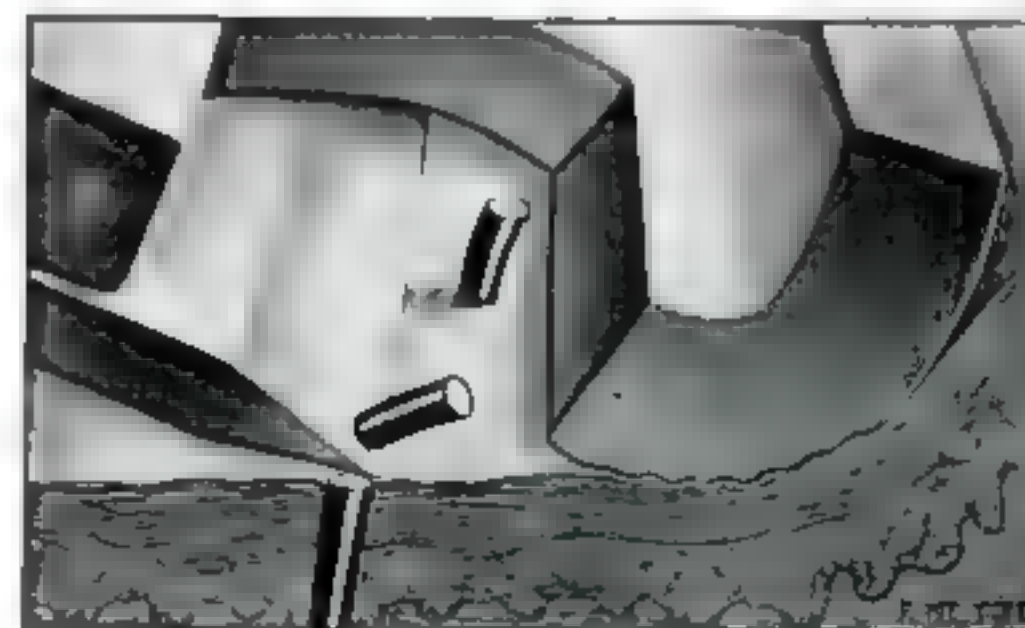
THIS IS AN OLD-TYPE RAZOR

cutting a whisker. Notice (dotted line) where the blade has nicked the top of a ridge. This tiny nick will be painful, cause "smart" and "burn." The shave isn't close either; the whisker, held up only by loose skin, bends over as the blade strikes it. This means a diagonal cut through the whisker leaving a pointed stub which can be seen, felt.



THIS IS THE SAME WHISKER

being cut painlessly—and close—by the Schick Injector Razor, which the Institute helped perfect. Its Guide Bar is flat, solid—not "toothed" like the old razor—and has a slight "tread" which grips the skin and stretches the ridges out flat and smooth so they don't get nicked by the blade. The taut skin also holds the whisker up firm, giving the blade a clean, even cut. There's no pointed stub left, it's a close shave—and the most comfortable shave that man has ever experienced.



AND THIS IS THE RAZOR

the Institute's research helped to design. It gives man an entirely new conception of shaving comfort and convenience. Packed in a lustrous-black, waterproof box, complete with an automatic Injector of 20 blades, the DeLuxe Model Schick Injector Razor sells for \$2.00 . . . is worth \$20.00 to many a long-suffering shaver. Magazine Repeating Razor Co., Bridgeport, Connecticut.

\$2.00
with 20 blades
\$3.00 IN CANADA



FROM TREE TO TABLE



Avocados—fresh, solid, luscious. Just off the tree. Thousands of 'em are speeded daily to markets, clubs, hotels, homes... by dependable Railway Express.

Whenever you have anything to ship: send it by swift Railway Express or by super-swift Air Express. Low cost. For pick-up service, phone the nearest Railway Express or Western Union office. Call or write for shipping booklet, "What Happens When You Ship a Package", 230 Park Avenue, New York, N. Y.

RAILWAY EXPRESS AGENCY, INC.
NATION-WIDE RAIL-AIR SERVICE

PICTURES TO THE EDITORS

(continued)



NURSE LINDBLOM

Sirs:

There is in the Eastern Oregon Sanitarium at The Dalles, a gay, although quite an ill young man—Carl Benschmidt—who is an ardent camera fan. I was impressed by his remarkable series of "candid" pictures of his nurse, Miss Lillian Lindblom. Here's one of her looking at Mt. Adams across the Columbia River from The Dalles—when she should be making beds.

HAZEL VANDERSLUIS

Saint Cloud, Minn.



CAN READERS SPOT MUSSOLINI IN THIS CROWD IN 5 SEC.?—ED.

FIND MUSSOLINI

Sirs:

I am sending you herewith a photograph taken in the Basilica of Massenzio in Rome on the evening of July 25th during a concert under the direction of the well-known conductor, Maestro Molinari. It shows Premier Mussolini seated without ostentation or pretense in the midst of the crowd attending the performance. Although he is the ruler of Italy, Premier Mussolini is essentially human, willing to be just another man in the crowd.

A. CACACE

New York, N. Y.



BURNETT'S
WHITE SATIN GIN

YOUR GIN
should be
**GOOD ENOUGH
TO DRINK STRAIGHT**
or it isn't
**GOOD ENOUGH
TO MIX!**

A Swallow tells
the difference
HUMIDOR-AGED
berries and roots
make!

WORLD-FAMOUS SINCE 1770

Burnett's London Dry Gin, 80 proof (Square Bottle). Also try Burnett's White Satin De Luxe distilled Gin, 90 proof (Rounded Bottle) both distilled from grain. Also Burnett's Fine Gin, 80 proof. At the best bars and stores. Brown-Thomas Co., Inc., N.Y.

"Wrap up a billion dollars' worth!"

THERE'S a big story in the stupendous shopping list of the world's finest transportation system . . . a yearly bill of goods so huge it makes the American railroads one of the largest and steadiest customers the people of this country have.

This star customer buys in practically every manufacturing city and agricultural county throughout the land—enormous orders of almost everything we as a nation produce.

Imagine, for instance, what it takes to cook and serve twenty-five million meals—meals remembered among the finest a traveler anywhere eats.

Consider the single item of choice meats—more than fifteen million pounds! Or eggs—two million dozen! Or potatoes—nine million pounds of them, purchased by the railroads every year.

Bread and butter? Thirty million crisp rolls—thirty-five million slices of new bread—two million pounds of butter.

And, just to touch on desserts, enough ice cream to treat every child in the country, in the first, second and third grades, with a nice big ice cream cone!

But even the whole great grocery bill, fabulous as the figures are, is only a minor part of what the railroads need and buy.

Last year they bought more than \$800,000,000 worth of fuel, materials and supplies for their operations. And put another \$300,000,000 into new equipment and improved facilities.

Last year's purchases by the American railroads covered 70,000 different items and totaled more than one billion dollars!



**SAFETY FIRST—
friendliness too!**

Altogether these purchases were more than *one billion dollars* in 1936! That was one-third greater than total railroad buying the year before; almost twice as great as in 1933.

It is plain that such huge-scale buying benefits business in general and, directly or indirectly, the whole country. But that is only incidental to the really *big* benefit the railroads give America: the transportation upon which American agriculture and business are based—always safe, swift, dependable.

These are interesting figures to everyone in America. For the benefits of this buying spread into almost every county of the land. As the railroads go ahead, business goes ahead.

The railroads have been doing a good job. To do a better job, all they ask is a fair opportunity to get business—and handle business—on an equal basis with other forms of transportation. That's fair to all.

DO YOU KNOW

—that the railroad purchases for 1936 represent an expenditure equal to \$36 for every family in the United States?

—that, in addition, the employees of the American railroads spend another billion and a half dollars a year for the needs of their families?

—that no other industry buys and uses such a tremendous variety of

supplies—more than 70,000 separate kinds and sizes of things?

—that over the past 14 years the railroads used more iron and steel than any other industry—18.7% of the total U. S. production?

—that they own and must keep up some 370,000 buildings, from watchmen's "shanties" to huge modern terminals; and nearly 200,000 bridges that must be maintained to carry the thundering traffic of the trains?

ASSOCIATION OF AMERICAN RAILROADS

WASHINGTON, D. C.

To Mix Them as They Make Them in Jamaica



RUM COLLINS
The Authentic Tropical Recipes:
Take large tumbler filled with ice, add juice of 1 lemon, 1 teaspoonful sugar, 1 jigger MYERS'S Fine Old Jamaica Rum. A dash of Bitters, fill up with soda and stir. Decorate with cherry and slice of lemon.

Use
MYERS'S RUM
"Planters' Punch" BRAND
100% FINE OLD JAMAICA
ALL OVER 8 YEARS OLD
97 PROOF

For Free Booklet with 50 delectable recipes write to
R. U. DELAPENHA & CO., Inc. u. s. names
Dept. LL-1 57 Laight St. New York N. Y.

PICTURES TO THE EDITORS

(continued)



BIG APPLE

Sirs:

After noting Big Apple is new dance craze sweeping South in your Aug. 9 issue, I submit pictures of the "Big Apple" itself that proper origin of the dance may be

This night club is located in Columbia, S. C. and was formerly a Jewish Synagogue (below, left). The place is operated under the ownership of some Columbia policemen who became tired of making the customary nightly raids and decided to take charge of the opera-

White spectators watch the activity from the balcony. While doing this some time back, a crowd of University of South Carolina students introduced the dance at the college. This started the ball rolling.

J. D. MIOT JR.

Columbia, S. C.



RUNAWAY DAUGHTER

Sirs:

Doris "Billy" Major, Washington, D. C. cigarette girl, who dropped out of sight Sunday Aug. 1, was located nine days later with a circus (Hagenback-Wallace) at Norfolk, Va. Newspapermen found her on the circus lot engaged as a rider, under the name of Mary Nargant, doing society as well as western riding (right). She was identified by her father, Malcolm Major (below), newspaper artist (Washington Star). It took the girl just 15 minutes to convince her father that she should stay with the circus inasmuch as she had made good.

H. D. VOLLMER

Ledger-Dispatch
Norfolk, Va.



CORNS

Instant Relief

In one minute pain is gone—forgotten. That's how quickly Dr. Scholl's Zino-pads give relief! These soothing, healing pads stop the cause by lifting nagging shoe pressure off the irritated nerves. Result—no more pain, no more blisters, no more discomfort from new or tight shoes.

Removes Corns and Callouses
Dr. Scholl's Zino-pads quickly, safely loosen and remove corns or callouses when used with the separate Medicated Disks included in every box. Just the pads alone will stop corns before they can develop! No other method does all these things for you. Sizes for Corns, Callouses, Bunions, Soft Corns between toes. Cost but a trifle. Sold everywhere. Don't accept a substitute.



Dr. Scholl's Zino-pads
Put one on—the pain is gone!

HAY FEVER EYES

YOU HATE to face the world with bleary, tear-soaked, itching eyes. You get grateful, quick relief with... McKesson's **ibath**. It reduces irritation. Cools and soothes. Relaxes weary eye muscles. All at once, the itching is relieved—your eyes look clearer.

ibath is more than a cleanser. It is a specialist's own prescription, developed by McKesson & Robbins, who have supplied physicians and hospitals since 1833. You can safely use **ibath** as often as you like in Hay Fever.

Your druggist sells a tall bottle of **ibath** for 50 cents. An eye-cup comes with every bottle.

McKESSON & ROBBINS

ibath

Free PHOTOGRAPHIC BARGAIN BOOK
OF CAMERAS & SUPPLIES
Explains latest innovations, methods in Photography and Home Movie Making for fun and profit. Offers hundreds of amazing money-saving hints. Bargains in still and movie cameras, lenses, films, etc. Used equipment accepted in trade. Satisfaction guaranteed. Write:
CENTRAL CAMERA CO., Est. 1899
230 E. Wabash, Dept. LF-48, Chicago, U. S. A.

DEAR DADDY—

Since you've been away, mother started using Cuticura Soap on baby brother. He loves it—and Oh!—does he smell good! Mother says it's the purest, sweetest soap she's ever used—and we're all using it now. Love, Mary-Ann: Soap 25¢. Ointment 25¢. FREE sample. Write "Cuticura", Dept. 41, Malden, Mass.

TOUR THE NATION WITH A CROSLEY FIVE ROAMIO AUTO RADIO



\$19.99

YOU'RE THERE WITH A CROSLEY

The Old-Fashioned "Straight-Edge"

...now in a Safety Razor

If shaving makes your neck "break out," shave with a **Durham Duplex**

—and watch sore spots, pimples and ingrown hairs quickly disappear

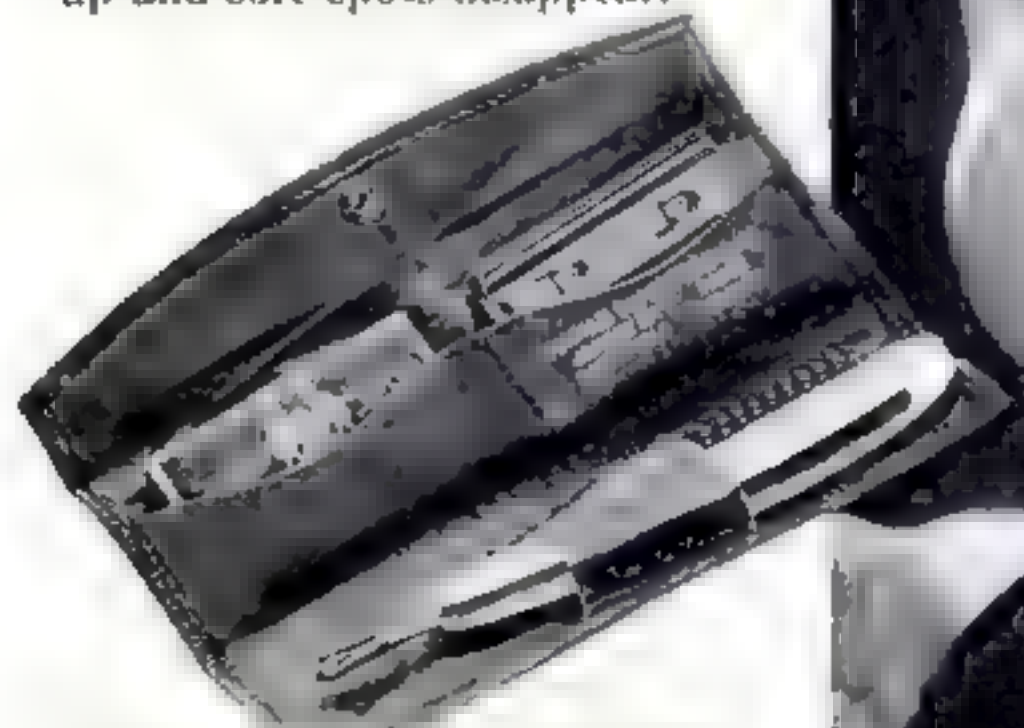
Your barber uses a straight-edge because it lies flat on the face—shaves at a parallel angle.

Now you can get the very same shave with a SAFETY razor.

The Durham Duplex is really a straight-edge razor with a special safety guard that gives absolute protection.

When you shave with a Durham, the blade cuts *parallel*, not *into* the face. Takes off whiskers close to the base. Never pulls or irritates the tender outer skin.

A Durham shaves with the barber's diagonal stroke... uses his type of heavy "hollow-ground" blade... cuts through the heaviest beard swiftly, smoothly. Start shaving with a Durham Duplex right away. See how quickly your skin clears up and sore spots disappear.



Complete Durham Duplex Outfit: Six "Hollow-ground" Blades, special Stopping Attachment, in red leather traveling case... \$1. Ask your dealer for this and other Durham Duplex models.
DURHAM DUPLEX RAZOR CO.,
Jersey City, New Jersey

In Canada: 50 Pearl Street, Toronto, Ont.





NO! NO!

A thousand times, NO!

I refuse to smell like a water-front barber shop! I'm done and finished forever with crudely and femininely perfumed shaving soaps, lotions and talcs. Henceforth, I go *Fougère Royale*—fresh, woody, 100% civilized and *All Man*.

Fougère Royale After-Shaving Lotion. (Illustrated above.) The dessert of your shave. You look forward to it. You anticipate its tonic uplift. Slightly astringent. Soothing to scuffs and nicks. 85c.

Fougère Royale Shaving Bowl. The bowl that cheers. Glorious lather, satisfying Royal Fern scent—and it almost never "wears out." Months of luxurious shaves for \$1.

Fougère Royale Talc. Fine in quality. Fern in fragrance. Toned to the masculine skin. There's nothing coquettish about *this* talc. 50c.

Fougère Royale Hair Lotion. To subdue every hair, lend lustre, correct dryness and stimulate the scalp—but with no suggestion of the sheik. 85c.



FOUGERE ROYALE

Fooj-air Roy-al (Royal Fern)

by HOUBIGANT
for men

PICTURES TO THE EDITORS

(continued)

TUG O'WAR

81m:

In the various mining and lumber communities of California the tug of war provides a thrilling spectacle for the on-lookers and some minutes of extremely heavy work for the players.

These pictures taken at Tualuma, California, show the victorious miners and the losing lumberjacks. In this instance it took the miners 12 minutes and

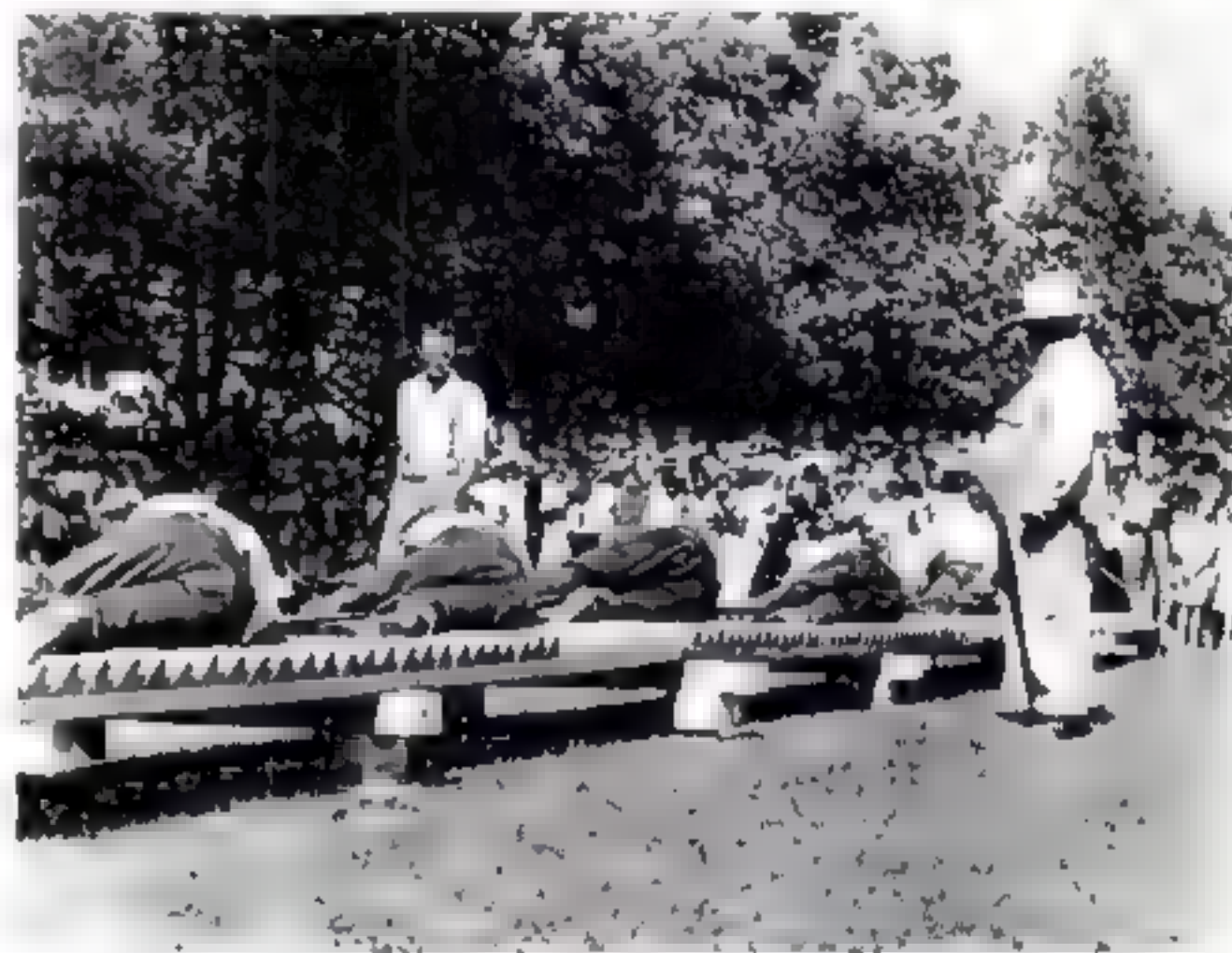
28 seconds to pull the rope the required three feet. The average weight of these men is about 200 pounds.

The anchor man, Clyde Barnett, would appear to be the only man not under great physical stress. Being the heaviest man on the team his weight is his greatest asset. The prize in this particular contest was \$100 but the side bets ran to several thousand dollars.

WALT WOESTMAN
Altadena, Calif



THESE MINERS OUTPULLED LUMBERJACKS (BELOW) IN 12 MIN. 28 SEC.



CLYDE BARNETT, WINNING MINERS' ANCHOR MAN, STRAINED LEANT



"When the Merry-go-round Broke Down"



5¢
2 GLASS SIZE
10¢
FAMILY SIZE



That *Natural Flavor* in Hires comes from delicious Root Juices

ALTHOUGH its price is low, due to quantity production, the quality of Hires is unfailingly high. For 64 years, it's been famous for its real root juice

flavor — naturally delicious. No imitations can equal the Hires flavor — so be certain to get the genuine Hires by looking for the R-J symbol on the bottle.

It tastes so good - It's good for you

The Charles E. Hires Company, Philadelphia.

THE **R-J** ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER

WAVE OF SUB-ZERO TEMPERATURES HALTS TRAFFIC-PARALYZES INDUSTRY

American Blower Unit Heaters Keep Production Moving



1. Coming soon . . . chilly days . . . cold winds . . . sub-zero temperatures. The ice covered trawler is a sure sign of approaching winter. It's time to overhaul your heating equipment.



2. It's here with a vengeance . . . traffic tied up . . . production slowed up or stopped in thousands of plants . . . costs "upped" due to "cold delays". Poor heating equipment just can't "take it".



3. Your plant too, can profit in weather like this by using American Blower Unit Heaters. More heating contractors recommend them than any other type. Install them now and save money.



4. No lost time in this plant . . . Venturafin Unit Heaters force heated air into working areas . . . heat up quickly . . . effectively . . . regardless of weather. Over 125,000 units already in use.



5. C. E. Lambert, plant manager, says "After a careful study, we bought American Blower Units because of their sturdy construction and ability to heat 'tough jobs'. We recommend them heartily."



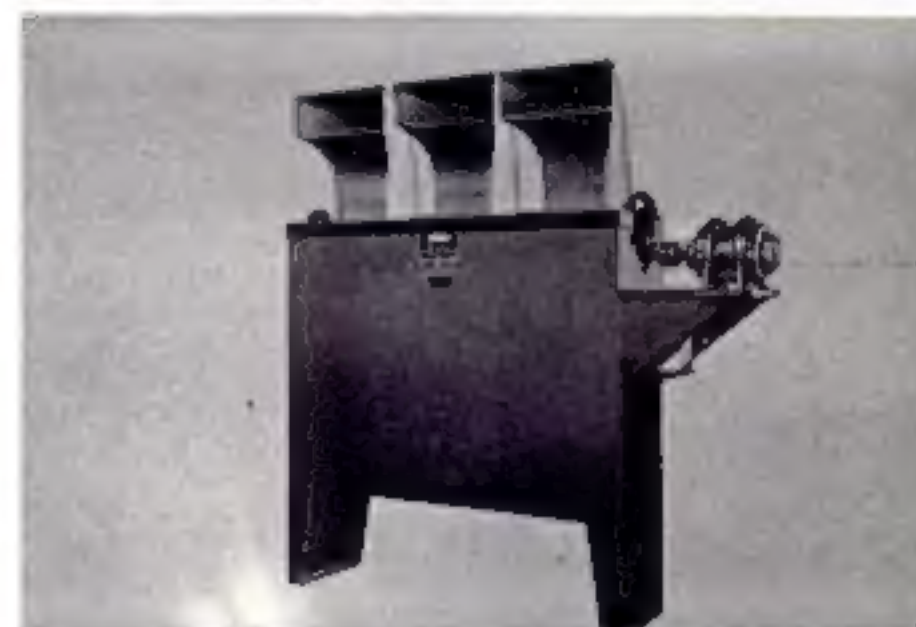
6. Keeping transportation equipment in operation during sub-zero temperatures is a job. But American Blower Unit Heaters do the trick. Here is a ceiling application of a Sirocco Unit.



7. S. D. Miller, garage operator, says "In a garage we have cold cars and below zero days to contend with. American Blower Heaters are the best performers I have ever seen for this work."



8. Look before you buy Unit Heaters. The American Blower Venturafin Unit Heater shown above costs no more than ordinary heaters, yet is sturdier, better built, more effective.



9. The Sirocco Unit Heater, too, offers many unusual features and advantages. It is particularly effective in large, high ceiling industrial areas. Thousands of them are already in operation.

American Blower Unit Heaters are carried in stock everywhere for immediate delivery—they cost no more than ordinary heaters. Ask your heating contractor for them.

AMERICAN BLOWER CORPORATION

Division of American Radiator and Standard Sanitary Corp. • 6000 Russell St., Detroit, Mich. • Canadian Sirocco Co. Ltd., Windsor, Ont.

AMERICAN BLOWER INDUSTRIAL UNIT HEATERS

"Fill 'er up with Ethyl, son — the gas we use back home"

One big advantage in asking for Ethyl is that, wherever you drive, you are sure of getting a filling station's *best* grade of gasoline. That's as true in California and Washington, D. C., as in Minnesota and Texas. And the reasons why the Ethyl pump means "best" are these:

You get more anti-knock fluid (containing tetraethyl lead) in each gallon than you can get in the best regular-grade gasoline; and *all-round* quality that is *double-tested* by the oil company and the Ethyl Gasoline Corporation.


To you, this means 100% performance from your high compression engine . . . and a saving of both gas and oil as Ethyl prevents harmful knock and overheating.



Look for this emblem on the base or globe of every Ethyl pump. It means best-grade gasoline.



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Her Voice Makes 70,000 Feet of Film a Year

MADELEINE CARROLL tells how the throat-strain
of all this acting led her to a light smoke—Luckies..

"In Hollywood, I found a much greater rush about things than in English studios. The harder work not only meant added strain on my throat, but also caused me to smoke more cigarettes. At this time, my throat learned what a difference there is in a light smoke. I've found that even though I smoke as many Luckies as I wish, my throat remains in top form."

Madeleine Carroll

Walter Wanger star in David O. Selznick's new picture "THE PRISONER OF ZENDA"

Luckies—A Light Smoke

Easy on your throat—"It's Toasted"

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"The Cream of the Crop"